



JOB TITLE: Bilingual Bike Share Community Liaison

COMPENSATION: \$15/hour, 40 hours a week

APPLICATION DEADLINE: April 23, 2021

JOB TYPE: Temporary

START DATE: May 10, 2021

END DATE: December 31, 2021

PURPOSE AND GENERAL DESCRIPTION

For the past forty-nine years, the Bicycle Coalition of Greater Philadelphia has advocated for better bicycling infrastructure, access, and opportunity – promoting safety and community health. Our small staff comes from many walks of life, but everyone here shares the same passion: making bicycling a safe and fun way to get around for anyone in Greater Philadelphia. We work hard to improve bicycling for all people, but we do not lose sight of the fact that bicycling is fun.

The Bike Share Bilingual Community Liaison is a seasonal position that supports the work of the Better Bike Share Partnership (BBSP) contract with the City of Philadelphia. The position will work specifically to engage diverse communities within the Indego bike share service area.

The Better Bike Share Partnership is a collaboration between the City of Philadelphia, Indego bike share, the National Association for Transportation Officials (NACTO), People for Bikes, and the Bicycle Coalition of Greater Philadelphia. BBSP's mission is to build equitable and replicable bike share systems across the country, with Philadelphia as a central location for testing and learning best practices. BBSP began in July 2014 through a grant from the JPB Foundation and will continue the initial work with a revised focus on refining and widely sharing best practices. Helping cities and systems identify and address the structural racism that may hinder efforts and embedding the strategies and approaches that enable effective engagement in underserved communities throughout bike share and transportation.



REPORTING RELATIONSHIPS AND WORK ENVIRONMENT

The Bike Share Community Liaison reports to the Community Outreach Manager and will work with other Community Liaisons and Bilingual Trainer(s). This person will spend time working both online, and often outdoors, and on weekends and evenings.

DUTIES AND RESPONSIBILITIES: Bike Share Community Liaison

- Assist in implementing an outreach program to increase awareness and use of Indego bike share in underserved communities, low-income communities, communities of color, and communities whose primary language is not English. This includes:
 - Coordinating and staffing group rides, classes, and events using Indego bike share in targeted neighborhoods.
 - Coordinating and staffing group rides, classes, and events with neighborhood groups, non-profit organizations, and individuals who cater to communities whose primary language is not English.
 - Support Bilingual Trainer group rides and classes.
 - Lead community rides in targeted areas.
 - Teaching bicycle safety classes in English as well as a secondary language (preferably Spanish, Mandarin, Vietnamese or Burmese).
 - Building relationships with neighborhood groups, non-profit organizations, and individuals who cater to communities whose primary language is not English promotes bike share by attending events and meetings.
 - Maintaining relationships with neighborhood groups, non-profit organizations, and individuals who cater to communities whose primary language is not English that the BBSP team has developed.
- Promote events to increase attendance at Indego rides and classes. This includes:
 - Creating outreach materials and flyers to promote events and classes in English as well as a secondary language.
 - Distributing outreach materials and flyers in various ways to promote bike share in underserved communities, low-income communities, communities of color, and communities whose primary language is not English.
 - Building relationships with community members and partners and helping to maintain the

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relationships that the Better Bike Share Partnership has developed.

- Work with the BCGP Community Engagement Manager to share stories about the Better Bike Share Partnership.
- Assist with data entry, data analysis, report writing, and other administrative tasks.

ESSENTIAL QUALIFICATIONS

The candidate should have the following qualifications:

- Fluency in English and at least one of the following languages: Vietnamese, Khmer Chinese/Mandarin, Indonesian, Spanish, or Arabic.
- A commitment to the Bicycle Coalition's mission: to make bicycling safe and fun for anyone who wants to ride in the Philadelphia region.
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status, or sexual orientation.
- Ability to be persistent, professional, and creative when marketing and promoting bike share.
- Ability to write and speak in both English and second language in a professional, friendly and accurate manner.
- Ability to stay calm and collected in challenging situations.
- Ability to resolve potential conflicts and de-escalate them.
- Comfortable presenting information to and engaging large groups with humor and enthusiasm.
- A professional appearance and manner in the community and the office.
- Experience bicycling, walking or using public transportation in Philadelphia.
- Willingness to travel in any Philadelphia neighborhood via bicycle.
- Commitment to following traffic safety laws and using all appropriate safety gear, including helmets, reflective material, etc.
- Must be willing to lift upwards of 30 lbs.
- Punctuality and good attendance.
- Proficiency with Microsoft Office applications.

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DESIRABLE QUALIFICATIONS

We prefer candidates with these qualifications:

- Existing relationships with Philadelphia's Vietnamese, Cambodian, Chinese, Indonesian, Arab, and/or Latinx communities.
- At least two years of previous work experience.
- Previous non-profit or community organizing experience.
- Familiarity with bike-sharing systems.
- Event planning and promotion experience.
- Valid Driver's License.
- Experience with *Salesforce* database.

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- Event planning and promotion experience.
- Valid Driver's License.
- Experience with Google Docs and Microsoft Office.
- Comfortable learning new software programs such as Salesforce and Soapbox.
- Willingness to adhere to all COVID-19 precautions.
- Individuals who identify as Black, Indigenous, or Person of Color are strongly encouraged to apply.



HOW TO APPLY

All interested candidates should send the following to Search@bicyclecoalition.org by April 23, 2021;

- An up-to-date resume (no longer than two pages)
- A 1-page cover letter explaining why you are interested in working at BCGP and what makes you a good fit specifically for the Bike Share Community Liaison role. Be sure to relay your story in addition to your professional attributes.
- References and clearances will be requested as the hiring process proceeds.
- Email subject should read: “[last name] Bike Share Community Liaison application.”

We thank all applicants; we will contact only those selected for an interview.

The Bicycle Coalition is committed to providing equal employment opportunities for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex, or age.