

ArborBike Marketing & Outreach Ambassador

Organization: Clean Energy Coalition (CEC)
Status: Part-time
Location: Ann Arbor, MI
Reports To: ArborBike Program Manager
Filing Dates: Position Open Until Filled

Job Summary

Clean Energy Coalition, a 501(c)(3) nonprofit organization based in Washtenaw County, Michigan, seeks a qualified marketing and outreach ambassador to support ArborBike, Ann Arbor's bike share program, during our peak riding season and as we begin to expand the ArborBike program. Bike share is a sustainable and healthy shared transportation system that improves accessibility and builds community. The marketing and outreach ambassador will work closely with ArborBike and other Clean Energy Coalition staff to help Ann Arborites, visitors, individuals and groups understand the benefits of bike share and how to use ArborBike in the field.

Job Duties & Responsibilities

The Marketing and Outreach Ambassador will assist the ArborBike team in promoting ArborBike, educating the local community about ArborBike, and assisting in generating membership and sponsorship sales for ArborBike. Marketing and outreach support of ArborBike will involve the following responsibilities:

- Planning and executing promotions, communications, events and sales programs to grow membership sales, ridership, and revenue, and increase visibility of the bike share system through:
 - Social media outreach
 - Sponsor-affiliated outreach
 - Targeted programs to major employers, community groups, bicycling community, and university students & departments
- Collaborating with local transit agencies social media teams to develop communications for events, partnerships, and other social media outreach
- Managing ArborBike website content, creating and distributing monthly newsletter
- Promoting and speaking with interested residents, students, businesses (and their employees), key stakeholders, and visitors throughout the community to educate them about ArborBike
- Hosting and attending events, performing any of the following:
 - Event and volunteer coordination as needed
 - Promoting ArborBike and educating people about how bike share works
 - Selling ArborBike memberships and renewals
- Working at select Arborbike stations to help riders purchase 24-hour passes, and other memberships, and to educate them about how to best use their pass
- Demonstrating bike features, removal and return procedures for bikes, kiosk signup and pricing
- Performing other duties as assigned and collaborating with other CEC staff on work as needed.

Minimum Qualifications

- Undergraduate degree in marketing, business, communications or related field, or equivalent experience.
- Experience in membership-based organizations is highly desirable.
- Event marketing (from concept to planning to execution) experience preferred.
- Exceptional interpersonal and communication skills, including an aptitude for engaging with the general public, and a positive attitude that reflects the Clean Energy Coalition and ArborBike mission and spirit.
- Experience interacting with very large groups ranging from children to adults; ability to interact with the public in a positive and professional manner.
- High comfort level with ambiguity and entrepreneurship a must.
- Strong technical competency and problem solving skills.
- Self-starter and problem solver: creative mind, analytic skills, strategic thinker, yet can get “hands dirty” in all aspects of marketing bike share.
- Team player with trouble-shooting and multi-tasking skills.
- Enthusiasm and interest in bike sharing and environmental issues are a must.
- Knowledge of bicycling and bike lanes/paths in Ann Arbor, and experience riding bikes and knowledge of bike safety are a plus.
- Comfortable working outside, walking, standing, stooping, bending, and lifting up to 25 lbs.
- Valid driver’s license and a clean driving record (must pass motor vehicle record check).

Wage & Hours

- This is a non-exempt, part-time position.
- Each ambassador is expected to work approximately 20-25 hours/week.
- Work to be scheduled during standard, late afternoon and weekend hours.

Application Details

- This position is open until filled.
- No phone inquiries please.
- Clean Energy Coalition is an equal opportunity employer committed to diversity and consideration of all applicants for all positions without regard to color, ethnic background, religion, sex, gender identity, sexual orientation, national origin, age, and disability status.
- Qualified individuals should submit a resume to the attention of Scott Grindle via email (preferred) to employment@cec-mi.org, or via fax at 734.418.1681. Please reference ‘ArborBike Marketing & Outreach Ambassador’ in the email subject line.