Membership and Events Coordinator – Boston Cyclists Union

The Membership and Events Coordinator manages the Boston Cyclists Union’s rapidly growing membership, events, and volunteer programs. They manage and assist in planning fundraising events and rides, like Biketoberfest and Bostreal; recruit volunteers to help execute engagement events and programs, like winter socials and food rides; develop and execute communication strategies related to member recruitment, engagement, and retention; and collaborate with staff and partners to explore other fundraising and development opportunities. Through this work they fulfill the Bike Union’s goals of growing and supporting our membership, and building the bike community and the network of bike-friendly businesses in the Boston area.

- **Hours:** Full time, 40hrs/week
- **Reports to:** Executive Director

About the Boston Cyclists Union

Our mission is to transform the streets of greater Boston into equitable and inviting people-centered spaces affording access and connection for every body. We accomplish this through organizing, advocacy, public actions, and holding city and state agencies accountable to build out the network of safe, protected bike infrastructure. We also teach bike repair and hold events to support and grow the bike community.

Our fast-growing, 1,200+ member grassroots organization is one of the most active and effective transportation advocacy groups in Metro Boston. The Boston Cyclists Union works to increase ridership in Boston, Cambridge, Somerville, and Brookline. We aim to connect our homes, parks, schools, paths and business districts with a network of low-stress bike routes including quiet neighborhood streets and protected bike lanes so that people of all ages and abilities feel safe and comfortable riding a bike. We see our organizing as connected to other struggles for environmental justice, mobility justice, and housing justice and are in a process to determine what that means for our everyday work. We also recognize that institutionalized and systemic racism have impacted the way our cities were built and which projects continue to be prioritized and are fighting for an equitable distribution of resources and safe cycling infrastructure for everyone.

Core Responsibilities

- Develop and execute strategies to retain existing and recruit new members, including creating and reaching annual membership goals
• Play a lead role in planning and executing annual fundraising events, including our annual spring VIP fundraising event and fall member party, Biketoberfest
• Recruit and support riders for our annual fundraising bike ride, Bostreal, and work with volunteer team to book travel details and manage other aspects of the ride
• Manage EveryAction member and donor database, including overseeing updates to our donation portal and automated donation receipts, welcome letters to new members, and drip campaigns for converting new contacts
• Coordinate volunteer nights to send membership letters and member appeals

Other Responsibilities
• Manage and support volunteers who want to get involved in running programs, including leading the Programming Group / Union Events Team and dedicated volunteers to execute programs and events, including Bike-in Movies, Winter Biking Clinics & Socials, Group Rides, and Bike Breakfasts
• Work collaboratively with Development Committee and Executive Director to implement new membership recruitment and fundraising strategies
• Develop and manage business and employer membership and member discount programs in conjunction with the Development Committee and volunteers
• Create organization-wide themes, talking points and messaging across programs, events, monthly newsletter, and membership materials
• Coordinate content creation, printing and mailing of annual end of year appeal with print house and other staff
• Development and market research to lead to increasing the organization budget
• Create written and visual content for our website, newsletters, action alerts and social media channels (Twitter, Facebook, Instagram) (requires familiarity with Wordpress or willingness to learn)
• Collect and analyze historic and survey data to evaluate and refine existing membership programs
• Perform data entry and other tasks as assigned, related to non-profit administration
• Some evening and weekend work will be expected and required

Qualifications
• Deep commitment to the Boston Cyclists Union mission
• 2+ years experience in a similar field (could include events planning, fundraising, program development, organizing, an administrative role, volunteer management or a volunteer position such as AmeriCorps or Peace Corps, etc)
● Strong interpersonal and relational skills
● Demonstrated track record of successful project planning and goal reaching
● Ability to work individually and as part of a team
● Organized and detail oriented, with the ability to track and execute tasks reliably
● Knowledge and experience using Facebook, Twitter and other forms of social media
● Willingness and ability to work evenings and weekends for rides, events and tabling, volunteer nights, and occasional monthly committee meetings
● Desire to work as part of a team, including group reflection, receiving and giving feedback and honoring the strengths/passions of all team members
● Knowledge and experience using Facebook, Twitter and other forms of social media
● Enthusiastic about bringing new ideas, strategies, and connections to a small and growing organization
● Strong interpersonal and relational skills, excellent communicator, and a commitment to working respectfully with individuals of different races, ethnic groups, socioeconomic backgrounds, and life experiences
● Proficiency with Microsoft Word, Excel and Google docs
● Extra points for working knowledge of EveryAction or Salesforce, Constant Contact, Wordpress, Canva, Asana, and/or Adobe Creative Suite
● Experience with direct mail and email campaign marketing preferred
● Bilingual abilities are a plus, but not required
● Knowledge of bike advocacy is not required, but an interest in learning every aspect of it is.
● Desire and ability to implement systems that will allow your work to scale quickly and significantly to be able to reach more people
● Bachelor’s Degree preferred but not required
● Excellent communicator, written and verbal, written and visual communications

Some weekend and evening commitments required.

This is an ideal position for someone seeking a career in bike advocacy, program management, non-profit administration, development, or the bike industry at large.

Salary

Starting salary is $38,000-$42,000. We are a small, extremely fast-growing non-profit and strong performance will be rewarded as our budget allows. This is a full-time, exempt position. Benefits include health and dental insurance (*), retirement plan with employer match, a bicycle commuter benefit, two weeks of paid vacation in the first year along with paid federal holidays, reimbursement
for cell phone use, opportunity to purchase bike parts at-cost, and a commitment to training and professional development opportunities.

How to Apply
Send a compelling cover letter and resume to jobs@bostoncyclistsunion.org. Please include "Membership, Events, and Development Coordinator, YOUR NAME" in the subject line of the email, and be sure to mention where you saw the job advertised. Applications will be considered on a rolling basis until the position is filled, with preference given to applications received by January 6th. We strongly encourage applicants to submit their application as soon as possible. People of color and women are strongly encouraged to apply.

Boston Cyclists Union is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, sexual orientation or political orientation.