Event and Outreach Coordinator

JOB DESCRIPTION:

Chico Velo’s mission is to encourage and promote safe bicycling through education and advocacy in Chico and throughout Butte County. The Event and Outreach Coordinator (EOC) position is a dynamic and fun role with an established local nonprofit. The EOC works closely and collaboratively with Chico Velo’s Executive Director (ED) to develop and execute events and programs that align with Chico Velo’s mission and values. The EOC combines excellent administrative, operational and project management skills to ensure the execution, growth and success of memorable Chico Velo events and programs that help to grow Chico Velo’s community presence and membership base. This role functions as the main point of contact for executing and supporting all Chico Velo events and outreach programs that promote safe bicycling, outdoor adventure and alternative transportation within our region.

RESPONSIBILITIES:

Event Management

• In collaboration with ED, manage, plan, and execute a minimum of 3 proprietary large-scale events each year including the Wildflower Century.
• Schedule all pre-event meetings and post event recaps.
• Manage the onsite logistics of the event including all setup, day of execution and break down
• Work with ED to coordinate all event logistics including permitting, licensing, vendor procurement, staffing, contractor management, registrations and event marketing
• Maintain focus and communication around goals, expectations, and mission of the events and programs and provide strong communication to Board, ED, Volunteers and Staff
• Maintain all event promotional and marketing materials in collaboration with ED
• Manage Participant registration and communications
• Ability to work independently with little direction when troubleshooting events

**Volunteer Coordination**
• Working with ED, recruit, train, and communicate with volunteers for all events and/or partnering with a Volunteer Coordinator, if available
• Create training materials when necessary
• Help in coordinating volunteer appreciation events/activities

**Outreach Programs:**

**Membership**
• Manages Customer Relationship Management system and membership platform
• Work with ED to create annual loyalty plan that supports and acknowledges members and volunteers

**Bike Valet**
• Manage Bike Valet engagements including, but not limited to:
  o Training and managing valet staff
  o Scheduling events, invoicing and communication
  o Continuously improve the image, professionalism and quality of bike valet services

**Additional Programs:**
• Provide marketing, administrative and content support for additional Chico Velo programs including LCI Classes, KidsPedal, Trailworks and Adopt-A-Path. These programs focus on stewardship, advocacy and education.

**Communications**
• Assist in communication for all Events and Outreach Programs regarding operations and logistics
• Work with ED in reviewing feedback through survey data and analysis. Utilize survey data to improve overall experience
  o Respond to feedback when warranted and passing along all requests, complaints, or suggestions.
• Aid in communication plans for riders and member engagement
• Social and digital media management
• Produce engaging outward facing communication for the organization
• Manage Ride and Community Calendars
• Owner of registration systems
• Any additional job duties as requested and required to support overall organizational health

QUALIFICATIONS

This role requires an individual with strong initiative that is an active self-starter. This is not a position that waits to be told what to do and brings creative and fresh problem-solving solutions. This position requires a high level of direct interactions with a variety of partners and the ability to respond to emergent program and organization needs. The right candidate is adaptable and can work both strategically and creatively. They must be self-motivated, highly proactive and an analytical thinker who is comfortable with responsibility and a balance of autonomy and collaboration.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

Education & Experience:
• 2 years of Event Coordination and/or Experiential Marketing Experience highly desirable
• Passion for bikes and bicycling required
• Bachelor’s Degree or equivalent work experience preferred
• Prior customer service experience preferred

Knowledge, Skills & Abilities

• Execute communication strategies through social, digital and traditional advertising
• Excellent interpersonal and communication skills with the ability to communicate effectively at all levels and deliver world class customer service
• Strategic, organized, detail and results oriented
• Comfortable with involvement in group community events, membership activities
• Meticulous eye for detail
- Extremely attentive organization and problems solving skills and the ability to manage complex programs
- Must be comfortable working in small office setting
- Willing to work long and/or nontraditional hours on a seasonal basis
- Tech savvy and strong knowledge of the Office 365 suite
- Able to build engagement, ridership and memberships though activations, programs and proprietary events.
- Ability to facilitate the effective management of programs in line with ED and Chico Velo expectations.
- Outstanding verbal, written, communication and reasoning skills
- Highly motivated, confident, and creative
- Ability to juggle multiple tasks simultaneously while staying focused on stated goals and objectives.
- Ability to be adaptable and stay calm under pressure

**Additional REQUIREMENTS**
- Must have a valid driver’s license with a driving record free of any major violations in the last five years and appropriate insurance
- Must be willing to work non-standard hours, including some nights and weekends, and all hosted events

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

This job is often in a quiet office setting. When working at an event, this job is exposed to a variety of weather conditions, heat, cold, wind, and/or rain and requires working through them to deliver superior event experiences to our participants.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Must be able to lift 50 pounds without assistance and with proper body mechanics.
• While performing the duties of this job, the employee is regularly required to sit, stand and/or walk for long periods of time.
• The employee is frequently required to speak and interact with groups of all sizes for short periods.
• Go up and down stairs safely while carrying heavy equipment.

SALARY

Salary starting $18-$20 /hour and dependent upon experience.

HOURS

Flexible, ranging from 25-30 hours a week during non-event times and more during events with the potential to become a full-time position dependent upon the candidate.

APPLICATION PROCESS & REQUIREMENTS-  All candidates MUST submit the following:

• Cover Letter
• Resume, with professional references available on request

Email resume and cover letter to John Pearson, velo@chicovelo.org OR

Mail to:
Chico Velo
ATTN: John Pearson
125 W. 3rd Street
Suite 210
Chico, CA 95928
Application deadline: Open until filled