

# Job Description: Pedaling Minds

## Part-Time Graphic Designer

***Do you have a passion for developing strong visuals to support inspiring messaging? Do you feel called to help ALL people how to learn how to ride a bike? If this speaks to you, please consider this part-time opportunity!***

### **Pedaling Minds**

Pedaling Minds is a 501(c)3 non-profit organization founded by Olympian Mike Friedman. Our mission is to help every person have fun riding a bicycle with control and confidence. Established in 2017, Pedaling Minds has helped over 1,500 children ride bikes. We believe riding bikes is a powerful and positive influence in anybody's life. From individual confidence to special family memories, riding changes lives for the better. Yet many people don't know how to ride a bike, or they struggle to learn and never really attain the confidence needed to make riding a lifelong practice. We specialize in helping riders overcome these problems. And we are excited to be in a growth and expansion phase!

Pedaling Minds has big plans. In the next few years, our goals include centralizing our operations into a permanent location, creating a series of satellite training locations, establishing a digital platform for lessons, and creating a training program for aspiring coaches. All our activities are focused on elevating our core competency: building confidence and the skill set to enable a lifetime of riding.

### **We are currently looking for a part-time Graphic Designer**

We are seeking a highly motivated and creative Graphic Designer to join our team. Reporting to the Director of Communications, you will be responsible for managing the day-to-day execution of our internal and external design initiatives, and ensuring all activities are in line with the Pedaling Minds mission and standards. The Designer will play a key role in supporting marketing efforts to promote our programs, engage our community, and drive support for our cause. The Graphic Designer will also support our Programming and Development Departments.

## Position

The Graphic Designer must be independent, organized, proactive, and motivated. While the hours are flexible, we expect all applicants to be available during the week for a set virtual meeting/s.

Specific responsibilities include:

- **Creative Design:** Create visually appealing promotional materials, including flyers, banners, social media graphics, emails, reports, and presentations in line with brand guidelines.  
Design of branding for Pedaling Minds' vehicles and merchandise. Develop informational and educational material to support our mission.
- **Project Management:** Oversee and coordinate marketing projects from concept to completion, ensuring timely delivery and adherence to deadlines.
- **Social Media Planning and Execution:** Create and curate visuals for various social media platforms and adhere to posting schedules.
- **Tracking and Analytics:** Support the Communications Department to make data-driven recommendations for optimizing marketing strategies, by reflecting on the design aspects of marketing efforts.

## Requirements

- Experience with digital design and ability to create graphic design elements of a campaign, proficient in Canva
- Ability to be autonomous, supportive, and maintain a growth mindset
- Positive attitude
- Be a fast and enthusiastic learner
- Be reliable, accountable, and take initiative
- Comfortable with various digital platforms (e.g. for virtual group meetings, remote teamwork, and communication)
- Able to communicate clearly and effectively with a variety of audiences
- Knowledgeable in best practices across communication channels

Additional skills we are interested in, but which are not required:

- Enjoy riding a bicycle
- Non-profit experience a plus

- Experience using multiple online tools, such as Mailchimp, Canva, Google Drive, Trello, Discord, and Google Meet.

### **Work dates and locations**

The work can be performed remotely; however, applicants will need to live in CO and the ability to travel to the Boulder/Denver and Front Range area is a plus for potential in-person meetings. This is a part-time job with a starting load of 6 - 8 h/week. Hours are expected to grow over time. The specific work times are flexible but participation in team meetings during the work week (M-F, 9AM-5PM) is expected.

### **Pay and Employee status**

\$25/h, contract-to-hire position. Join our dynamic team in this exciting opportunity starting as a contractor, where your skills and dedication can lead to a W-2 position within our organization.

### **Interested?**

If you are interested in the position, please submit a CV or resume, a comprehensive overview of your past design work, and a brief letter about why this job is interesting and why you would be a good fit for the position. Please send these items to [Noemi@pedalingminds.org](mailto:Noemi@pedalingminds.org). For more information, please visit the Pedaling Minds website at <https://www.pedalingminds.org>