

Job Description: Pedaling Minds Part-Time Director of Communications

Do you have a passion for supporting small organizations, exceptional organizational skills, and a dedication to promoting the learning and development of biking skills within all communities? 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 Director of Communications. This individual will work with our executive committee and in particular our Director of Programming, to design and manage marketing campaigns around our educational programs. Additionally, the Director of Communications will capture the current brand and develop brand guidelines. We are interested in individuals with local non-profit experience who have a demonstrated record of successfully running small and expanding communications teams. Our organization is at a pivotal point; we are scaling from operating with 2-4 persons to an organization

with 6 staffed departments, we are diversifying funding sources, and we are ready to execute a growth plan that relies on a strong presence in print and digital press at the community level. The Director of Communications will directly manage and work with a web developer, marketing coordinator, and graphic designer. There are many chances for this role to develop a strong Communication Department.

Position

Our Director of Communication must be an independent, organized, proactive, and motivated individual. While the hours are flexible, we expect all applicants to be available during the week for a set virtual meeting/s.

Specific responsibilities include:

- Develop the Communication strategy and marketing campaigns to support our Programming and Development Departments.
- Oversee copywriting and graphic design components developed by Communication team members to create compelling, impactful content for various communication channels (emails, social media posts, flyers, press releases, donor/sponsor communications, scripts for videos, etc.), ensuring consistency in messaging and brand identity while effectively conveying the nonprofit's mission and goals. The goal is to drive awareness and conversions across our various programs, including both kids and adults. We are looking to attract new audiences as well as returning customers.
- Conduct data analysis to assess the effectiveness of the Communication strategy, track key performance metrics, and inform evidence-based decision-making to further the organization's mission and impact.
- Supervision and oversight of the Communications Department, encompassing responsibilities for the marketing coordinator, graphic designer, and web developer.
- Make strategic decisions for the Comms Dept. to formulate strategic decisions and initiatives, and prepare comprehensive reports for presentation to the executive team, enabling informed decision-making and the advancement of the nonprofit's objectives.

Requirements

- Demonstrated experience in developing departmental strategies and marketing campaigns
- Demonstrated success managing small and expanding teams
- Ability to be autonomous, supportive, and maintain a growth mindset
- Positive attitude
- Be a fast and enthusiastic learner
- Be reliable and take initiative
- Comfortable with various digital platforms for group meetings
- Able to communicate clearly and effectively with a variety of audiences
- Knowledgeable in best practices across digital channels

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

- Enjoy riding a bicycle
- Experience using multiple online tools, such as Mailchimp, Canva, Google Drive, Google Ads, Trello, and Google Meet.

Work dates and locations

The work can be performed remotely; however, applicants will need to attend in-person meetings with the executive team on a quarterly basis in and around the Boulder/Denver and Front Range area. This is a part-time job with a starting load of 8h/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 \$50/h starting rate, contractor status or W-2 employee (no paid time off and no benefits, at this moment) status is welcome.

Interested?

If you are interested in the position, please submit a CV or resume 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 hire@pedalingminds.org. For more information, please visit the Pedaling Minds website at <https://www.pedalingminds.org>