



## **Position Open - Communications Manager**

***Deadline: Applications will be accepted until the position is filled.***

***Location: Remote position, all locations in North America***

### **About the North American Bikeshare Association (NABSA):**

Formed in 2014, NABSA is a 501(c)(3), membership-based industry association made up of bikeshare and shared micromobility system owners, managers, operators, vendors, and technology providers. The purpose of NABSA is to provide an organized forum for collaboration, sharing of experiences and best practices, enhanced communications, and guidance to the rapidly growing micromobility industry. As our name suggests, NABSA began with a focus on bikeshare, but as the industry has expanded into new micromobility modes, so too has NABSA. The organization has recently widened its scope to include scooters and new shared micromobility devices.

Currently, NABSA has 80 member organizations, 15 board members, and one staff member, the Executive Director. NABSA fulfills its mission by hosting an annual conference, facilitating cross-sector communication within the industry, conducting advocacy work, and offering educational opportunities throughout the year. NABSA has doubled its growth in the last year and a half and expects to continue this fast-paced trend.

**NABSA seeks a full-time Communications Manager to build, grow, and execute the organization's core communications capacities.**

### **Position Summary:**

Member engagement and facilitating cross-sector communication among industry stakeholders are key pillars of NABSA's work. The Communications Manager will be in the important role of implementing and expanding these core benefits for our members. The Communications Manager will manage all NABSA communications channels, establish new ones, and is responsible for the execution of NABSA's communications plan. The Communications Manager will also assist and advise on the strategies and tactics of the communications plan itself.

NABSA's primary audience are bikeshare, scooter and shared-mobility implementers who comprise NABSA's members and potential members. A core focus of the organization's 2019 Strategic Directions is to substantially grow our member engagement amongst this group. Secondly, NABSA's advocacy work engages policy-makers at the state and federal levels. Third, NABSA releases media alerts and press releases, and provides interviews to reporters upon request.



### **Key Responsibilities:**

- Develop, track, execute, and evaluate annual communications plan(s) and event-specific communications strategies
- Build, manage and maintain a social media and web presence through consistent use of Twitter, LinkedIn, blog, website and other means as applicable
- Manage, maintain, and expand Knowledge Share resource database
- Manage and execute all email campaigns and contact list, including monthly newsletters
- Create and manage marketing materials and branding
- Ensure brand and message consistency throughout all communication channels
- Draft and execute press releases and media alerts; manage relationships with the media and assist in scheduling media interviews for the Executive Director as needed
- Draft copy for white papers, policy letters and statements, website, media messaging, and talking points
- Track bikeshare and shared micromobility news and trends
- Build, manage, and execute work-back schedule for print, social media, press releases, advertising and media products for annual conference
- Assist with on-site conference production-- leading up, during, and take-down
- Support the Executive Director in formulating organizational strategy, advising and setting communications strategy, executing educational opportunities, event preparation, and other tasks as needed

### **Competencies:**

NABSA is a young organization with limited staff. In this environment, employees wear many hats. You will excel in this position if you are:

**A Strong and Versed Writer:** Exceptional grammar and command of English with an ability to draft multiple types of copy-- such as blog posts, press releases, and reports-- with the appropriate use of voice consistent with the NABSA brand and communication type

**Self-Directed:** Can figure out what steps are needed to complete an assigned project without oversight, but knows when to reach out for help; manages time and priorities effectively; can be productive working remotely without much oversight or guidance

**Creative:** Comes up with new and unique ideas; easily makes connections among previously unrelated notions

**Detail-oriented:** Pays attention to details and takes pride in producing well-executed, high quality work

**Customer Focused:** Dedicated to meeting the expectations and requirements of internal and external customers (i.e. members)



**Interpersonally Savvy:** Relates well to all kinds of people – up, down and sideways inside and outside of the organization; uses diplomacy and tact; builds constructive and effective relationships; can quickly find common ground and solve problems for the good of all; team player and is collaborative

**A Planner:** Accurately scopes out length and difficulty level of tasks and projects; sets objectives and goals; measures performance against goals; evaluates results

**Agile:** Sees ahead clearly; can anticipate future consequences and trends accurately; can be flexible and change course quickly; has broad knowledge and perspective; is future oriented

***Must be comfortable talking about race and gender.***

**Preferred Experience:**

- Management and execution of an organization(s) communications plan
- Social media management for simultaneous platforms
- Writing press releases, media alerts, blog posts, white papers, and marketing copy
- Wordpress website management
- Photoshop/ Illustrator and document formatting experience
- Proficiency in G Suite, Microsoft Office Suite
- Worked in, or have Interest in, mobility and/or civic innovation
- Experience advocating for a social justice issue, or working within a community facing social justice challenges
- Spanish fluency

**Perks of Working for NABSA:**

- Remote, flexible work environment
- Opportunity to have a large impact in an emerging, cutting-edge industry
- Passionate people
- Generous paid holidays and vacation time, including paid office closure Christmas Eve to New Year's



### **Application Instructions:**

Please send cover letter and resume, along with the following work samples:

- 1) Write a letter to members informing them of NABSA resources and opportunities, and how they can get involved (around 150-250 words).
- 2) Write an example blog post of something you would post to the NABSA blog (around 200-400 words).
- 3) Write an example press release about NABSA endorsing a new data standard (around 300-400 words).

Please compile all documents into one PDF and email to [executivedirector@nabsa.net](mailto:executivedirector@nabsa.net) with “Communications Manager” and your zodiac sign in the subject line (e.g. Communications Manager- Scorpio). Applications will be considered on a rolling basis, until the position is filled. No calls please.

*NABSA is committed to workplace diversity and inclusion and encourages applications from candidates of color. We are an equal opportunity employer and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.*