



Position Open - Communications Manager

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

Location: Remote position, Northeast region of US.

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. In 2018, the organization widened its scope to include scooters and new shared micromobility devices.

Currently, NABSA has 85 member organizations, 15 board members, and three staff positions. NABSA's members consist of host cities, equipment manufacturers, operators, and technology and service providers involved in the shared micromobility industry. NABSA fulfills its mission by hosting an annual conference, facilitating cross-sector conversation 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 also has a Code of Conduct that outlines the organization's core values: **Safety, Community First, Cooperation, Customer-Focus, Transparency, Diversity & Equity**. These core values guide NABSA as well as NABSA's members in the industry.

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

Position Summary:

The Communications Manager will manage all NABSA communications channels, and is responsible for the execution of NABSA's communications plan, which involves monthly newsletters, blog posts, email announcements, creating digital and print collateral, drafting messaging, maintaining the website, media relations, social media management and more. The Communications Manager will also assist and advise on the strategies and tactics of the communications plan itself.



Member engagement and facilitating cross-sector communication among industry stakeholders are key pillars of NABSA's work. The Communications Manager is in the important role of implementing and expanding these core benefits for our members. NABSA's primary audience are bikeshare, scooter and shared-mobility implementers who comprise NABSA's members and potential members.

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:

Flexible: Can be flexible to change, and can change course quickly; can respond to new directions and input easily; can anticipate future consequences and trends accurately

Diplomatic: 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

Skilled Communicator: Seeks to understand other people's perspectives; Listens well; Maintains a teamwork attitude even when having a "hard" conversation; approaches discussions in an honest and collaborative way; can give and receive constructive feedback

Detail-Oriented: Pays attention to details and takes pride in producing well-executed, high quality work; excels at finding typos, spelling errors and inconsistencies in documents

A Strong Project Manager: Adopts an attitude of ownership and responsibility over one's work; accurately scopes out length and difficulty level of tasks and projects; can break down a larger project into the steps needed for completion; successfully sets workback schedules that align with deadlines; proactively consults and informs others as needed; proactively creates tools and/or seeks knowledge as needed to ensure project completion; reliably tracks and communicates status updates to team; sets objectives and goals; measures performance and evaluates results.

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

Motivated: Has a high level of enthusiasm, and ambition to excel

Must be comfortable talking about race and gender.

If this is you, keep reading!



Key Responsibilities:

- Develop, track, execute, and evaluate annual communications plan(s) and event-specific communications strategies
- Manage and maintain NABSA website
- Build, manage and maintain a social media and web presence through consistent use of Twitter, LinkedIn, blog, website and other means as applicable
- 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 organizational messaging and talking points
- Draft and design marketing and educational collateral
- Draft policy letters and statements, and manage communications with policy-makers
- Track bikeshare and shared micromobility news and trends
- Manage and execute all conference-related communications and marketing
- Manage all print collateral production for the 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

Preferred Experience:

- Spanish fluency
- Management and execution of an organization(s) communications plan
- Project management
- 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 working in political communications, or on legislation at local, state, or federal level
- Event planning experience
- Experience advocating for a social justice issue, or working within a community facing social justice challenges



Perks of Working for NABSA:

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

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 data standard (around 300-400 words).

Please compile all documents into one PDF and email to executivedirector@nabsa.net with "Communications Manager" and your favorite mythological creature in the subject line (e.g. Communications Manager- unicorn). 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.