

Capital Bikeshare Community Outreach Coordinator

The marketing agency of record for [Capital Bikeshare](#) is the Destination Sales and Marketing Group, Ltd. (DS&MG), a business services company that operates and manages [Arlington Transportation Partners](#), [BikeArlington](#), [Mobility Lab](#), [WalkArlington](#) and [goDCgo](#) as part of a dynamic and innovative regional Transportation Demand Management (TDM) program for Arlington County Commuter Services (ACCS) and the District Department of Transportation (DDOT).

Reporting to the goDCgo Program Director, the **Capital Bikeshare Community Outreach Coordinator** will work to increase Capital Bikeshare participation among low-income populations in the District, and in the longer term, build interest in bikeshare among Washington, DC's African-American population. As the popularity of Capital Bikeshare has boomed in the Washington, DC region, with more 15 million rides since its September 2010 launch, a pronounced socio-economic divide in ridership has emerged. In order to increase access to Capital Bikeshare, DDOT established the [Capital Bikeshare Community Partners Program](#) in 2016.

This is a short-term hourly contracted position that could lead to full-time employment. The weekly hourly commitment is 40 hours.

Duties and Responsibilities:

- Provide day-to-day coordination of the Capital Bikeshare equity outreach program. This includes but is not limited to identifying and executing outreach events to promote bikesharing to diverse neighborhoods, low-income and underserved communities.
- Stewardship of - via tracking and monitoring - the Community Partners Program new member enrollment for subsidized bikeshare memberships.
- Provide training, educational outreach and curriculum support to individual community leaders and equity program partner organizations.
- Coordinate, train and manage a street team to staff up to 50 outreach events to promote Capital Bikeshare in underserved communities and neighborhoods.
- In coordination with other Capital Bikeshare team members, develop compelling and relevant content for communications channels (website, social media, etc.) and support the development of a quarterly e-newsletter for Community Partners highlighting programmatic best practices and success stories.
- Foster relationships with key program stakeholder groups such as nonprofit community and advocacy organizations, faith-based organizations, parks and recreation staff, local government agencies, etc. to collaborate on ways to promote the Community Partners program.
- Collect and track quantitative and qualitative data and develop weekly and monthly reports on program outcomes and impacts.

-more-

Required Skills and Qualifications:

- Three to five years of broad and deep knowledge of community organizing and/or advocacy campaign field work; including but not limited to experience with one-to-one relational meetings, direct action, training, group management/facilitation, outreach and recruitment.
- At least three to five years of experience working within a nonprofit social justice or advocacy organization, community health center or public housing agency in support of low-income and/or underserved communities.
- Exceptional customer service skills. Ability to communicate with clients, volunteers, community leaders/partners and organizational staff with diplomacy and sensitivity.
- A strong track record of mobilizing large groups of people into action while building consensus and community. Ability to successfully work with diverse groups and populations.
- Strong project management and client management skills, with the ability to develop and execute short and long terms plans including the establishment of goals and outcome measures.
- Dependability, with a strong sense of urgency and results-orientation is essential.
- Ability to work flexible hours for community outreach events (including evenings and weekends).
- Excellent verbal and written communication skills, with a willingness to share information and the ability to communicate plans and outcomes at all levels of the organization.
- Entrepreneurial spirit and skill set essential. Ability to be hands-on with a “can-do” attitude.
- Knowledge of District of Columbia neighborhoods and eight wards.
- Advanced knowledge of Microsoft Word and Excel required. Familiarity with database software CRM systems, such as Sugar is a plus.
- Experience or interest in bicycle advocacy, bikesharing, and/or public transportation a plus.
- Fluency in Spanish or other language(s) is a plus.
- Bachelor’s degree in related field.

Interested candidates should submit a thoughtful cover letter and resumé to michelle.cragle@godcgo.com.