



Marketing and Communications Manager

Ride Illinois is seeking a part-time, home-based Marketing and Communications Manager (20-25 hours per week) to help increase public awareness of the organization, its initiatives, and activities. Reporting to the Executive Director, and collaborating with staff, the Marketing and Communications Manager will manage and implement the marketing and communications activities that support the organization's safety education outreach efforts and overall growth.

Ride Illinois is seeking a highly motivated, goal-oriented candidate with strong writing and organization skills to handle the following responsibilities:

Marketing and Outreach

- Increase awareness and engagement with the organization through current outreach programs, partnerships, and communications channels, as well as implement new strategies and programs.
- Develop marketing campaigns and collateral materials that promote Ride Illinois' programs and bicycle safety education resources, including our online education tool bikesafetyquiz.com.
- Promote Ride Illinois' events, such as the Illinois Bike Summit and Grand Illinois Bike Tour, to increase participation, and expand awareness of the events.
- Maintain a consistent brand identity in marketing and communications materials.
- Report on the impact of the organization's marketing and communications efforts and utilize web and social analytics, research, and best practices to evaluate and improve efforts.

Digital and Print Communications

- Collaborate with staff to plan content and set editorial calendar for members print newsletter (published 3 times a year) and monthly e-newsletter. Write and edit stories, manage photographic needs, and oversee design, production, and distribution of both newsletters.
- Collaborate with staff to develop print, digital, and social media content to support programmatic, event, and membership development activities. Create and manage the design, production, and distribution of print and digital materials.
- Update Ride Illinois' website with new content as its developed.
- Produce other email alerts and announcements as needed
- Regularly update external social media sites – Facebook, Twitter, Instagram. Develop and manage a content calendar for these sites.

Media Relations

- Plan, organize, and execute strategies for promoting Ride Illinois' newsworthy initiatives, events, and accomplishments including our safety education efforts
- Write press releases, disseminate to appropriate print, broadcast, and online media outlets
- Cultivate relationships with reporters and manage an up to date media list
- Track and report on earned media coverage

Qualifications

- Bachelor's Degree and at least 3-5 years of marketing and communications experience in the nonprofit sector.
- A demonstrable track record of managing marketing and communications projects and meeting goals and deadlines.
- Proven success in growing constituent base, program and event participation, increasing website and social media traffic, etc.
- Previous experience in media relations, including story development and pitches.
- Experience managing websites and social media sites, and using analytics to determine effectiveness of efforts.
- Strong writing skills and ability to communicate the organization's mission and interests to a broad audience is essential.
- Experience in concepting and designing print, digital, and social media campaigns and collateral.
- Highly entrepreneurial, resourceful and flexible -- experience producing results while working within a tight budget.
- Self-starter with high degree of initiative, enthusiasm, and ability to work independently and remotely; ability to effectively manage time and prioritize projects.
- Knowledge of the bicycling community in Illinois and ability to be a passionate and effective advocate for Ride Illinois, its mission and vision.
- Experience with Wordpress (website), Constant Contact (email), and Adobe Creative Suite (graphic design) experience is strongly preferred.
- Experience using donor database systems, such as Blackbaud's eTapestry, is strongly preferred.

The Marketing and Communications Manager will work remotely out of his/her own home office in Illinois. The candidate must be able to travel for occasional in-person meetings in the Chicagoland area (minimum 4 times a year). Hourly range is \$25-28 per hour based on experience.

To apply, please send your cover letter, resume, salary history, and two samples of your work (i.e. newsletter stories, press releases, marketing materials, etc) by e-mail in PDF format to: jobs@rideillinois.org. For best consideration, please respond by February 15, 2018.

Please reference **Marketing and Communications Manager Position** in subject line. **No phone or e-mail inquiries, please.**

Ride Illinois is a nonprofit organization dedicated to improving bicycling conditions throughout the state. We are the advocate for all Illinois bicyclists, promoting bicycle access, education, and safety. We work for bike-friendly roads, favorable legislation, and education on sharing our roads safely so everyone can get out and Ride Illinois. For more information about Ride Illinois, please visit our website at www.rideillinois.org.