

BIKE WALK CONNECTICUT

Executive Director Job Description

Bike Walk Connecticut is a 501(c)(3) organization promoting a bicycle and pedestrian friendly Connecticut. The organization, located in Hartford, CT, is looking for a full-time Executive Director (ED). Bike Walk Connecticut is a growing, dynamic nonprofit organization that is becoming a strong statewide bike/walk advocacy and education presence. The ED, who will report to the volunteer Board of Directors (Board), is the principle fundraiser for the organization and is responsible for managing the overall affairs of Bike Walk Connecticut, including the development and implementation of projects, programs, policies and procedures in fulfillment of its mission and strategic plan.

Bike Walk Connecticut's Mission

Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut.

Principal Focus and Responsibilities – The First Year

The ED will provide leadership and will focus primarily on fundraising, building membership, and implementing programs that further the strategic direction of the organization. The ED will be expected to allocate his or her time 40% to fundraising, including fundraising events, 10% to legislative advocacy, 20% to education programs, 15% to membership and 15% to office administration. The ED, with Board assistance, will raise funds through grants, increased membership and sponsorships to sustain and build the organization, increase staff and expand programs. Specifically, the ED will:

- Position the organization to maximize fund development and business activity opportunities; solicit donors; develop diverse community and corporate support where feasible; engage board members in fund development activity.
- Recruit individual, business and organizational members using membership drives and other strategies to grow the organization statewide. Develop and maintain effective membership retention and communication strategies.
- Coordinate the production of periodic newsletters, email bulletins, and other communication.
- Develop appropriate procedures and policies for a young, growing nonprofit; as permitted in the organization's budget, hire, develop and manage administrative and bicycle education and program staff.
- Assist the Board of Directors in the implementation of the strategic plan for the organization.

Principal Responsibilities – Ongoing

Financial Management

- In partnership with the Board, ensure sufficient financial resources through a variety of funding sources linked to Bike Walk Connecticut programs, projects, and strategic plan.
- Participate, with the Board of Directors, in the identification, cultivation, solicitation and stewardship of individual donors.
- Pursue corporate sponsorships for operations and/or projects, as appropriate.
- Pursue grant and government contract opportunities; negotiate and manage awarded grants and contracts.
- Work with the Treasurer to forecast financial needs of Bike Walk Connecticut using cash flow, project and program budgets, annual budgets, and long-term strategic planning. With the Treasurer, monitor Bike Walk Connecticut's financial status with monthly reports and budget analysis for presentation to the Board.

Advocacy

- Assist and lead members, committees, and diverse communities in advocating at the local, regional, state and national level for safe and improved bicycling and walking facilities. Work closely with Bike Walk Connecticut's Legislative Advocacy Committee. Develop and coordinate advocacy campaigns at state and local levels.
- Coordinate with organizations and local officials involved in bicycling, walking, health and sustainable transportation, including developing and leading strategic coalitions and campaigns to improve cycling and walking to create more livable communities.
- Develop and implement strategies for identifying organizations in Connecticut with similar or complementary missions, developing with them an effective statewide voice on bike/walk issues. Develop appropriate partnerships with similar organizations to achieve objectives.

- Act as Bike Walk Connecticut's spokesperson on local, state, regional and national bike and walk issues. Serve as primary contact for information and communication on advocacy issues.
- Cultivate and maintain appropriate and productive relationships with policy makers. Promote public and policy makers' understanding of Bike Walk Connecticut's objectives and programs.
- Increase the visibility of Bike Walk Connecticut and bicycling and walking issues through media outreach.

Education

- Oversee the continued development and implementation of a financially sustainable bicycle education program, including both adult and child-appropriate curricula and increasing the number of certified instructors.
- Ensure effectiveness of support for League Certified Instructors (LCIs) participating in Bike Walk Connecticut sponsored programs by providing coordination, equipment and teaching materials.
- Promote education program for safe walking, especially for children.

Membership Development

- With the Board, set annual membership goals and benchmarks.
- Recruit individual, business and organizational members using membership drives and other strategies to grow the organization. Research and understand membership-recruitment best practices.
- Oversee the development and maintenance of systems for organization of membership data.
- Oversee the design and content of the Bike Walk Connecticut website and all promotional materials.

Events

- Build membership and awareness through events such as Bike to Work Day, rides, member events, and volunteer nights.
- Manage, with the support of the Board, event chairs and volunteers, annual events such as the Bike/Walk summit, the Annual Dinner and the Discover Hartford Bicycling & Walking Tour.

- Expand and promote Bike Everywhere events and programs that can be replicated around the state in encouragement events, including Bike to Work days.

Administration

- Recruit, direct, and supervise all staff, contractors, and volunteers.
- Manage the Bike Walk Connecticut office.
- Promote broad participation by volunteers in all areas of Bike Walk Connecticut's work.

Professional Skill Development

- Stay informed of current issues relevant to a bike/walk advocacy and education organization by participating in professional conferences, workshops and independent study.

Board Relations

- Carry out the organization's strategic plan through the implementation of all programs within the parameters of the annual budget.
- Develop board meeting agendas with the President.
- Keep the Board informed of significant issues or events affecting the organization.
- Encourage and support Board fund development efforts.
- Other duties as assigned by the Board.

Qualifications for the Position

Education and Experience

- Bachelors degree
- Knowledge of and passion for the mission of the organization.
- 5 years of management experience in nonprofit, professional or business positions desired.

- Demonstrated success in nonprofit management, program development, fund development, strategic planning, fiscal management and public relations desired.
- Experience managing staff or projects.
- Experience in successfully working with board of directors or management.
- Proficiency in use of standard office equipment and software applications.
- Able to quickly learn the organization's accounting and donor management software.
- High level of integrity, diplomacy and initiative.
- Professional experience managing bicycle and related transportation advocacy and planning projects as well as knowledge of local, regional, national trends in bicycle policy, advocacy and community planning desirable.

Required skills and abilities

The successful candidate will be able to:

- Work effectively with staff, volunteers and external contacts.
- Maintain flexibility and adapt quickly to a changing environment.
- Work independently.
- Manage a high volume of public contact, with significant internal and external networking.
- Prioritize and manage multiple responsibilities.
- Obtain and analyze information to make appropriate and timely decisions.
- Anticipate, identify and capitalize on growth opportunities.
- Prepare and communicate effectively in person, in writing or electronically to a variety of audiences.
- Work effectively with diverse groups.
- Fulfill some work assignments in evenings and weekends, with travel as required.

This position is full-time with a salary range of \$40,000-\$50,000 commensurate with experience with paid holidays and time off and an allowance for training and development. Resumes will be accepted until January 31, 2012 at EDsearch@bikewalkct.org.

This job profile does not imply that these are the only duties to be performed by individual holding the position and may not be an exhaustive list of all of the job responsibilities. This is not a contract and elements may change at the discretion of the Board..