trailnet
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Trailnet Rides Manager 11/26/2019

**About the Organization**
Trailnet is a nonprofit 501 (c) 3 organization with a 31-year history of advancing St. Louis as a place where walking, bicycling, and the use of public transit are a way of life. We work every day to make our region more sustainable by increasing active transportation options. If you share our mission and values, consider joining our team and help make St. Louis a premiere city for walking and biking.

**Position Overview**
Join Trailnet in its work to make St. Louis a Bike City! As the Rides Manager, you will create and manage a key part of Trailnet's Education and Encouragement programming. This position requires substantial fundraising, event and project management experience, a talent for building relationships, and a proven track record in creating and translating vision to successful outcomes.

Trailnet's rides are well known for introducing people of all ages and abilities to the joys of bike riding. Trailnet rides and events are planned in a collaborative environment together with key team members. Our rides showcase the bi-state region's natural and cultural assets. Trailnet's rides lay the groundwork for communities that are sustainable, vibrant, and smart.

Trailnet bike rides are typically held on weekends with a majority of the rides held between March and October. Due to these commitments, this candidate must work on weekends and evenings, manage a flexible schedule.

**Key Responsibilities:**

Ride Manager/ Event Organizer – 50%

Ability to arrange all aspects of Trailnet's rides in coordination with the CEO, staff, third parties, vendors, and volunteers. This includes but is not limited to the following:

- Oversee development and execution of the annual ride plan, including sponsorship, marketing, and recruitment strategies;
- Design and documentation of annual routes;
- Liaison with host communities for the design and planning of each ride and related host community activities;
- Manage internal operations around event registration, rider stewardship, donor services, and year-over-year participant recruitment and retention;
- Handle logistics (day-of ride support, public safety support, vendors, bicycle shops, maps, etc.);
- Organize volunteers, including position design, recruitment, training and recognition;
- Coordinate sponsor activation and fulfillment on the event;

- Determine merchandise and "cause marketing" strategy (i.e. levels of procurement, distribution, cost versus revenue, etc.).

Program Administrator – 30%

- Oversee management of resources, internal teams, volunteers, and outside vendors/contractors;
- Develop annual budget together with the CEO;
- Track expenses, bill payment, purchase of services and materials through competitive bids (food service, trucks, toilets, etc.);
- Write monthly reports/updates, communicate with all stakeholders;
- Meeet with municipal, county, and parks departments as well as host communities;
- Work collaboratively with team members (Communications, Development/Membership, Education, Planning, and Finance).

Writer/Editor and Marketer – 20%

- Write/update volunteer handbooks, guidelines, newsletters, web content, social media;
- Work closely with team on communications and marketing on logos, brand development, copy, promotion of sponsors, maintenance of web pages and online registration, online presence, social marketing strategy, core messages, and ride publicity.

Ride Committee: Be a collaborative liaison with the Ride Committee board members.

**Education, Skills & Experience:**

Bachelor's degree preferred with relevant experience;
Or, three to five years related experience and/or training.

**Essential Skills, Experience & Knowledge:**

- Ability to organize efforts of many people;
- Ability to plan and manage outdoor special events;
- Ability to use relevant programs and software for efficiency and transparent, clear organization.
- Ability to design tasks and delegate responsibility, possess interpersonal skills to manage volunteers.
- Ability to respond quickly and creatively when faced with new problems.
- Ability to develop event-specific task descriptions, operating manuals, design schedules and systems to provide a first class ride;

- Demonstrated knowledge of bicycling, basic mechanics, and safety. League of American Bicyclist Certified Instructor preferred;
- Ability to read and interpret maps, coordinate information, use mapping tools/applications and GIS skills;
- Familiarity with the St. Louis metropolitan bi-state area;
- Demonstrated successful experience in coordinating staff, volunteers and office, knowledge of purchasing procedures, budgeting and financial management;
- Proven ability as an effective oral and written communicator, knowledge of online and social media marketing strategies, ability to manage marketing contracts, knowledge of special event marketing strategies, ability to organize material in a clear and concise manner;
- Ability to strategically seek out and align revenue opportunities including sponsorships, cause marketing agreements, in-kind donations, and trade opportunities to achieve financial goals.

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**Essential Physical Functions:**

Ability to lift 40 lbs throughout the day;
Ability to sit or stand for long periods of time.

Equipment Used: Basic office equipment; phone, computer, copier and swiper payment systems. Trailnet 15-passenger van and trailer (requires Class E driver's license).

**Core Competencies:**
Adaptability
Collaboration
Continuous Improvement & Development
Integrity
Mission Urgency
Communication
Innovation & Creativity
Planning & Prioritization
Project Management
Results Oriented

**How to Apply:**
Qualified applicants are invited to send their resume and cover letter including references to hr@trailnet.org. Electronic applications only. This position will remain open until filled.