



We're launching new programs and building our team & we want you to be a part of it!

Marketing & Engagement Manager, Shasta Living Streets

Title: Marketing and Engagement Manager
Status: Full time, Exempt
Reports to: Executive Director
Location: Redding, California
Work in our community/Live in our area
Salary: \$45,000 - \$55,000 Great benefits
Position Open: Review of applications June 17. Open until filled.

Join Our Team

Clean transportation and active living excellence builds better cities for everyone by bringing lower cost of living, connected communities, healthy lifestyles, and more joy.

We believe when we build high-quality facilities and give a lot more people the resources, skills, and confidence they need to get around safely and conveniently walking and biking - more people discover the ease and joy of active living, and our community becomes healthier, happier, and more prosperous.

Today, we are realizing a ten-year vision to provide 21st Century amenities to empower and encourage cycling excellence and trail tourism to raise Redding and Shasta County into the ranks of top places for active, healthy living. We are working with local and state partners to do this for the additional urgent need to achieve City of Redding, Shasta County, and State of California goals of greenhouse gas reductions in transportation.

Shasta Living Streets

Shasta Living Streets is a local community-based organization, 501c3 nonprofit. The organization was founded in 2010.

This summer we will launch the Shasta Bike Depot. We are creating a social and practical mobility hub for local riders and trail enthusiasts, in addition to people visiting from out of town. Next winter we will launch Downtown E-Bikeshare to create clean mobility options for residents to access jobs, recreation, errands, and more. Over the coming year, the Operations Manager will serve on the leadership team to successfully launch a set of coordinated amenities and services for active living and clean mobility that include:

- Downtown Redding E-Bikeshare
- Long-term bike parking garage, e-bike charging station
- Educational e-bike tours, visitors services
- Encouragement events for safety and access
- Information exchange, social hub



Marketing and Engagement Manager

Shasta Living Streets is looking for a detail oriented, well organized, strong communicator, with the ability to multi-task while also bringing some humor and joy to our work to be the Marketing and Engagement Manager. Shasta Living Streets is a growing, dynamic organization, the successful candidate will be expected to wear many hats, work independently, and play an active role in the organization's development.

The Marketing and Engagement Manager reports to the Executive Director and works closely with the Operations Manager to expand community relationships, grow awareness and use of the bike parking garage and e-bikeshare, and increase pass sales as well as ridership. This is a key leadership position contributing to the development, growth, and success of Shasta Living Streets programs including Downtown E-Bikeshare and the Shasta Bike Depot.

The Marketing and Engagement Manager will identify and lead communications to best serve people and businesses in our community with a focus on equity, diversity, and inclusion, while also helping to align internal processes to create a work-life balance within the organization to promote the success and wellness of all staff.

The Marketing and Engagement Manager will be responsible for overseeing the day-to-day marketing, communications, and public engagement. Responsibilities include, but are not limited to, managing relationships with agencies, businesses and bikeshare user-groups, delivering promotional and awareness campaigns, and identifying educational and awareness opportunities to help more people take up and use e-bikeshare and other Shasta Bike Depot program offerings.

We're a small team, so you will have both the opportunity and the responsibility to guide our long-term growth strategy and execute it day-to-day.

Essential Job Functions

Build Public Participation to Meet Goals	Manage and execute marketing and public engagement programs to meet Shasta Living Streets goals for growing bikeshare use by residents and visitors, for participation in Shasta Bike Depot programming, and for building a connected community with a strong positive culture of active living excellence.
Manage Relationships	Working with the Executive Director, cultivate strong relationships and coordinate conversations for program development and delivery with City of Redding, partner agencies, key stakeholders, community-based organizations, neighborhood groups, and individual community supporters. Identify and pursue opportunities for partnerships and sponsorships to support Downtown E-Bikeshare and Shasta Bike Depot programs.
Maintain Marketing & Engagement Processes	Oversee the development and execution of marketing and engagement strategy that results in growing brand awareness, equity best practice, and more people using Downtown E-Bikeshare and Shasta Bike Depot services. Develop strategy, budget, plans, and schedules with direction from the Executive Director. Using vendor system software, manage membership registration, renewals, promotion participation, and customer service support. Manage the Public Engagement Committee to provide input and support.
Execute Promotions, Campaigns, Events	Plan and execute sponsorships, promotions, awareness campaigns, and sales programs to grow membership, ridership, and revenue, and increase the visibility of the Shasta Bike Depot and e-bikeshare system to a broad range of users. Plan, develop and produce in-person events and webinars. Track and analyze membership, retention, sales, promotions, and campaigns.
Design Media, Print & Online	Lead implementation of all tactical elements of the public engagement and marketing plan. Produce media and communications materials with creativity to deliver engaging storytelling, program awareness, and descriptive marketing. This includes in-house production and use of media from vendors and consultants. For multiple communication venues used throughout the year, create print materials, photos & short videos, press releases, e-newsletters, website, social media, media partner ads.
Contribute to a High-Performing Team Environment	Work independently and in collaboration with the leadership team and partners on multiple ongoing projects. Successfully manage tasks through delegation and coordination between key stakeholders and colleagues by managing people and projects both 'up' and 'down'. Contribute to the development of Shasta Living Streets High Performing Team Principles to support success of all staff and organization goals.
Measure Performance, Learn & Adapt	Measure performance of public engagement and marketing strategies and specific media products to learn and adapt policies and procedures for continuous improvement to meet Shasta Living Streets programming goals. Participate in learning opportunities, and engage with North America Bikeshare Association partners, and vendor partners to keep up to date for best practice e-bikeshare and mobility hub marketing and engagement. Develop systems to streamline procedures while maintaining high operational standards. Communicate with other staff and supervisors to affect improvements.
Other	Other responsibilities as required. We all pitch-in where needed.

Qualifications

Strong candidates will possess as many of the following qualifications as possible:

We recognize that this position encompasses several different responsibility areas. We are committed to train and support our staff to strengthen their abilities in each area and we encourage applications from people who may not have all the qualifications listed below.

- A deep commitment to the vision and mission of Shasta Living Streets.
- A passion for clean, active transportation, bikeshare, community engagement, and a desire to deepen your understanding of diversity, equity, and inclusion.
- Bachelor's degree in marketing or related field, with a background in design, or equivalent work experience.
- Minimum 5 years of marketing and community engagement experience and working with diverse teams. Proven track record of success delivering communications materials and in-person engagement activities.
- Strong experience building relationships around shared goals, moving across sectors, divergent priorities, and stakeholder groups in pursuit of a community-driven agenda.
- Demonstrated ability to be relationship-driven, establishing rapport with diverse audiences, building a network of strong relationships built on trust and respect.
- Demonstrated ability to be analytical, persuasive, and work with a dynamic leadership team and staff.
- Creative and entrepreneurial spirit, an ability to test new ideas, measure progress, and adapt.
- Demonstrated ability to manage simultaneous projects and meet deadlines while maintaining a healthy work-life balance.
- Ability to adapt to changes in the work environment, manage competing demands, and deal with frequent change, delays, or unexpected events.
- An ability to take the work seriously, without taking yourself too seriously.
- Highly proficient in Microsoft Office software, including using excel (pivot tables, formulas) to create reporting metrics, and the ability to learn new programs.
- Proficient in Adobe Creative Suite.
- Ability to use reports and data to analyze patterns of customer interest and program participation.
- Experience developing and managing budgets.
- Proven ability to analyze complex data and processes.
- High level of organization and time management skills.
- Excellent written and verbal communication skills.
- Ability to use a smart phone and experience using smart phone apps.
- Valid Driver's License and acceptable Motor Vehicle Record.

Work Environment and Physical Demands

- Position may at times require hours which exceed 8 hours/day, occasional weekend hours.
- Job will typically be indoors, but outdoor site visits and event attendance will be required.
- Work and ride a bicycle outdoors in various temperatures including rain, cold and heat conditions.
- Lift up to 50 pounds.
- Operate a variety of standard office equipment that may require continuous and repetitive arm, hand, and eye movement.

Compensation

Salary range is \$45,000 - \$55,000 commensurate with experience.

Excellent benefits include health, dental and vision insurance, and three weeks paid vacation annually. We offer free unlimited bikeshare access.

To Apply

- Check our website at shastalivingstreets.org
- Send resume and cover letter to jobs@shastalivingstreets.org
- No phone calls or office visits, please.
- Targeting review of applications by June 17. Position open until filled.

Shasta Living Streets is an equal opportunity employer and encourages and will consider all applicants for all positions equally without regard to their race, sex, age, color, religion, national origin, veteran status, or any disability as provided in the Americans with Disabilities Act.