



Public Engagement Specialist

Status: Part-time, potentially up to 40 hrs
Reports to: Executive Director
Location: On site, Redding, California
Pay: \$17.00 - \$27.00 / hour
Position Open Until filled



Join Our Team

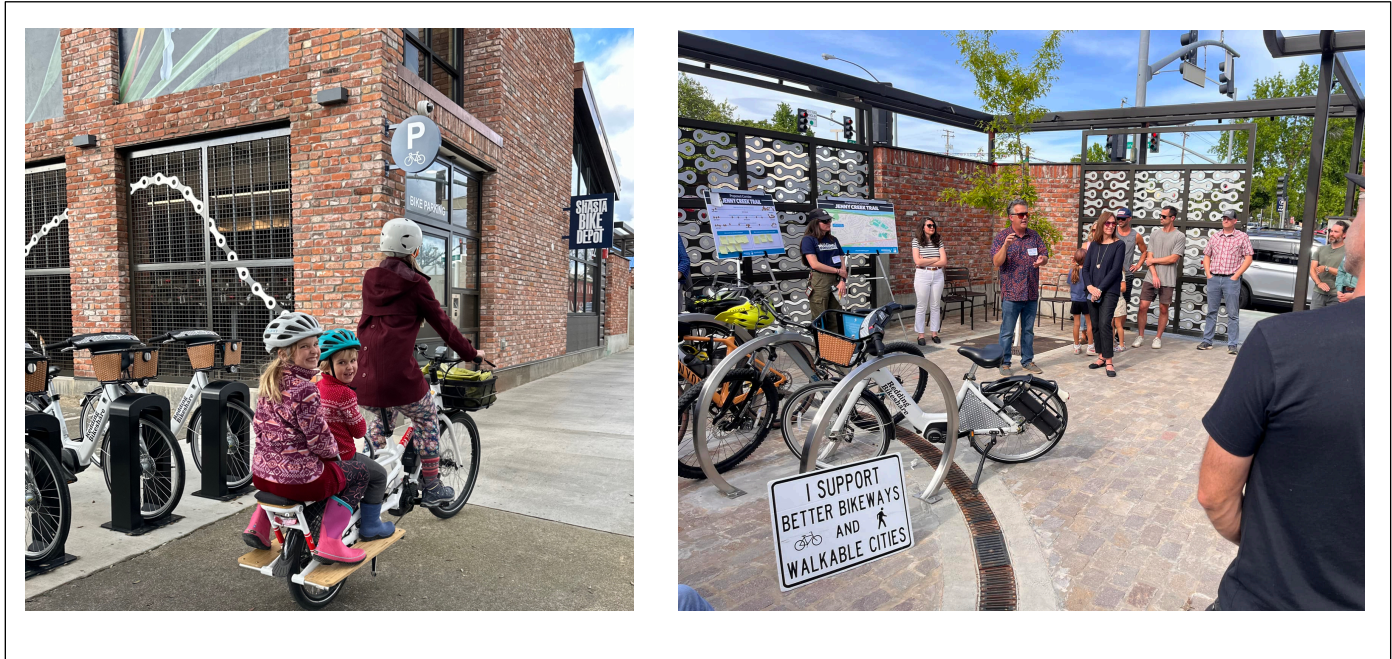
Shasta Living Streets is a great place to work offering a supportive environment and opportunities for learning and growth. You will work in a beautiful building in a vibrant Downtown, with best of class vendors, and partner organizations that believe in what we do. It's a place where you can bring joy to people while also delivering innovative programs that make a real difference in your city and the world.

Shasta Living Streets

Shasta Living Streets is a local community-based organization, 501c3 nonprofit, founded in 2010. We offer programs for clean transportation and active living excellence that build 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 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 continue to build a team to realize 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 do this in partnership with the State of California and the City of Redding for the additional urgent need to achieve goals of greenhouse gas reductions in transportation.



Public Engagement Specialist

Shasta Living Streets is looking to hire a small team for communications and public engagement.

We have multiple opportunities to engage with people, including open hours at the Shasta Bike Depot every day of the week and some evenings, daily communications with Redding Bikeshare customers, special events, and distributed online and print materials. This team is essential to enable us to deliver successful programs to our community.

We are looking for detail oriented, well organized, strong communicators with the ability to multi-task while also bringing some humor and joy to our workplace, to be a Public Engagement superstar! Shasta Living Streets is a growing, dynamic organization, the successful candidates will wear many hats, work independently, and play an active role in the organization's development.

The Public Engagement Specialists report to the Executive Director and work closely with the Operations Manager to expand community relationships, grow awareness and use of the bike parking station and Redding Bikeshare to increase pass sales as well as ridership. This is a key position contributing to the development, growth, and success of Shasta Living Streets programs including Redding Bikeshare and the Shasta Bike Depot.

The Public Engagement Specialists will each bring skills that include: sharing information with the general public, engaging with customers at the retail counter, answering questions about programs, creating print, website, and social media materials and promotional campaigns, project management and execution of events, and identifying opportunities to help more people take up and use Redding Bikeshare and other Shasta Living Streets program offerings.

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

Essential Job Functions

Build Public Participation to Meet Goals	Manage and execute public communications and work directly with individuals and groups in our community to meet Shasta Living Streets goals for growing bikeshare use, for participation in Shasta Bike Depot programing, and for building a connected community with a strong positive culture of clean mobility and 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.
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 Redding 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.
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 Redding Bikeshare 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	Implement 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 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. 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. Please note that job descriptions at Shasta Living Streets are a starting point for a position and are considered fluid at all times.

Qualifications

Members of the team may have different sets of skills from the list below.

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

- A deep commitment to the vision and mission of Shasta Living Streets
- A passion for clean, active transportation, biking, bikeshare, community engagement, and a desire to deepen your understanding of diversity, equity, and inclusion. Ability to ride a bike.
- Impressive attention to detail
- Previous experience working with the public and customer interaction
- Event management and project management experience
- Experience developing marketing materials
- Proficient in use of Microsoft Office and Adobe Creative Suite. Experience with Apple computers, Google workspace.
- Ability to use a computer, smartphone and various apps
- Ability to self-direct, work independently and also work with others
- Positive attitude and self-motivation are a requirement to Get Stuff Done
- Small team skills and a willingness to have fun while completing the goals are a must!
- An ability to take the work seriously, without taking yourself too seriously
- Evening and weekend availability and flexible scheduling
- Demonstrated ability to manage simultaneous projects and meet deadlines while maintaining a healthy work-life balance.

Work Environment and Physical Demands

- Position may at times require hours outside of normal office hours, including weekend hours.
- Job will typically be based indoors, but outdoor site visits and event attendance will be required.
- Lift up to 50 pounds; stoop, bend, and stand for long periods of time.
- Operate a variety of standard office equipment that may require continuous and repetitive arm, hand, and eye movement.

We encourage you to apply

Shasta Living Streets is an equal opportunity employer. We consider all qualified applicants for all positions equally, without regard to their race, sexual orientation, gender preference, age, color, religion, national origin, veteran status, disability status or any other characteristic protected by law.

To Apply

- Check our website at shastalivingstreets.org
- Complete our application form here <https://forms.gle/PY4BGZpRa8ijUgQx7>
- Send resume and cover letter to jobs@shastalivingstreets.org
- Position open until filled