



# Public Engagement Manager

**Status** Full-time  
**Pay** \$45,000 - \$55,000 Great benefits  
**Reports to** Executive Director  
**Location** On site, Redding, California  
 Position Open Until filled



*We're building our team  
 & we want you to be a part of it!*

## 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, supportive partner organizations, and a community that is excited about and 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, a California nonprofit public benefit corporation, 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 are growing our 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 Manager

We are looking for a detail oriented, well organized, strong communicator with the ability to multi-task while also adding your humor and joy to the fun we have as a team and with the local residents and visitors that participate in our programs every day.

Shasta Living Streets is a growing, dynamic organization, our staff appreciate the opportunity to wear many hats, work independently, and play active roles in the organization's development.

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.

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. Work with individuals and groups in our community to grow bikeshare use and participation in Shasta Bike Depot programming, and for building a connected community with a culture of clean mobility and active living excellence.
Manage Relationships	Working with the Executive Director, engage and build on the strong relationships we have with individuals, businesses, community organizations, City of Redding, RABA, regional and state agencies.
Maintain Marketing & Engagement Processes	Oversee the execution of marketing and engagement strategies that result 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 our coordinated systems, 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. Use systems to track and analyze usage data.
Design Media, Print & Online	Continue the development of a suite of communications materials to deliver engaging storytelling, program awareness, and descriptive marketing. Including in-house production and use of media from consultants. Create print materials, photos & short videos, press releases, newsletters, website content, 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 managing people and projects both <i>up</i> and <i>down</i> . 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 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.
Other	Other responsibilities as required. We all pitch-in where needed.  Job descriptions at Shasta Living Streets are a starting point for a position, develop overtime based on business needs and employee skills, 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 weekends.
- Job will typically be based indoors, but outdoor site visits, event attendance at times.
- 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](http://shastalivingstreets.org)
- Complete our application form here <https://forms.gle/PY4BGZpRa8ijUgQx7>
- Send resume and cover letter to [jobs@shastalivingstreets.org](mailto:jobs@shastalivingstreets.org)
- Position open until filled