



Indianapolis Cultural Trail Inc
Pacers Bikeshare Outreach and Education Manager

Organization Description

The eight mile Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick is an internationally recognized linear park that seamlessly connects cultural districts, neighborhoods and destinations while also serving as the downtown hub for the city's greenway network. The Cultural Trail has become the way by which most people experience downtown Indianapolis and is managed and operated by Indianapolis Cultural Trail Inc, a 501(c)3 non-profit organization, which also operates Indiana Pacers Bikeshare, the city's community bikeshare program as a way to make the Cultural Trail and the city more accessible by bicycle.

Indianapolis Cultural Trail Inc (ICT) is a team of motivated and enthusiastic individuals that take great pride in what we do with and for the community. We have a flexible work environment and encourage big ideas and creative thinking. We work with volunteers and community partners to help carry out our mission and are grateful for generous contributions from donors to ensure the Trail is beautiful and accessible for everyone.

Job Description

The Pacers Bikeshare Outreach and Education Manager will build, lead and manage a first of its kind program to grow Pacers Bikeshare ridership and build awareness about Pacers Bikeshare with Indianapolis residents. We are looking for a creative, outgoing person who combines program building experience, strong understanding of community organizing, and relationship building skills with a knowledge and passion for customer service. We are looking for a self-starter with new ideas, a willingness to fail, and determination to succeed.. As the program evolves, the outreach and education manager will likely manage partnerships and collaborate on grant proposals, management, and reporting associated with the program. Knowing how to ride a bicycle, or the ability to learn, and being comfortable engaging with diverse groups of people is essential for this job. BIPOC and multilingual individuals are strongly encouraged to apply.

This is a full time, salaried, exempt position reporting to the Pacers Bikeshare program director and will work closely with other leadership roles in the organization.

Work Environment

This is a public facing and hands on role. The work will be both indoors and outdoors, both in the office and out in the community, and will be largely self-directed. The typical work week is Monday through Friday during normal business hours, with occasional after hours and weekend work.

Essential Duties

- Manage and advance a new program designed to increase Pacers Bikeshare ridership with Indianapolis residents
- Support Pacers Bikeshare community growth by building relationships with community stakeholders and generating excitement about Pacers Bikeshare within the Indianapolis community
- Develop and implement strategies to increase ridership for Indianapolis residents
- Identify and create partnerships, relationships and opportunities to strengthen the new program including engaging with community organizations and in neighborhoods with Pacers Bikeshare stations
- Plan, organize, and execute community engagement events to introduce and promote Pacers Bikeshare, including community bike rides using Pacers Bikeshare
- Serve as the primary point of contact for day to day operations of the new program
- Develop, track and analyze metrics to evaluate and grow the program
- Manage program budget

Other Duties

- Develop collateral materials for the promotion of the new program such as handouts, flyers, posters in collaboration with Communications and Marketing Manager
- Collaborate with Communications and Marketing Manager on communications and marketing strategy including social media and digital engagement
- Engage with volunteers and organizational partners
- Be a public ambassador for the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick and our programs
- From time to time there may be other opportunities important for the role and organization but are not specifically listed in essential duties

Required

- Strong interpersonal and relationship building skills
- Problem solving and critical thinking skills
- Team oriented and focused on continuous improvement
- Comfortable in a fast-paced work environment
- Demonstrated experience with managing multiple priorities
- Experience creating and launching new initiatives
- Excellent verbal and written communication skills
- Creative and innovative thinker
- Self starter
- Team Player
- Likes to have fun!
- Ability to ride a bike or ability to learn how to ride a bike
- Ability to lift up to 50+ lbs., ride a bike for a few miles, stoop, bend, and stand for long periods. This type of physical work is not typical but will be needed occasionally.
- Must possess and maintain a valid driver's license

Preferred

- Demonstrated experience with relationship and community building
- Strong understanding of computer software and social media applications
- Experience with developing and managing a budget

- Experience in fast paced work environment
- Experience with budget development and budget oversight
- Ability to coordinate a variety of unrelated functions and handle multiple projects concurrently.
- Community organizing experience
- Understanding of social media and graphic design skills are a plus
- Knowledge of and experience with Indianapolis bicycle network
- Enthusiasm for bicycling for any reason - recreation, transportation, exercise, and fun

Compensation

\$40,000 - \$60,000, annually.

Benefits

ICT offers a variety of benefits including health, dental and vision insurance, retirement plan and employer match, flexible work environment, company paid holidays, and generous paid time off. A full benefits package will be included upon request or during the interview process.

To Apply

Qualified applicants should send resume and letter of interest to jobs@indyculturaltrail.org, or

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Indianapolis Cultural Trail, Inc
132 W. Walnut Street,
Indianapolis IN 46204

If submitting via email, please list "Pacers Bikeshare Outreach and Education Manager" in the subject line. **Applications will be accepted through February 8th** or until the position is filled.

Indianapolis Cultural Trail Inc is committed to diversity among our staff and is an equal opportunity employer. ICT participates in E-Verify. Offers of employment are contingent upon a background check including the sexual offender registry as ICT employees regularly engage with the public.

Job Posting Date

January 17, 2024