



Evergreen Mountain Bike Alliance Community Engagement Coordinator Job Description

Evergreen Mission:

Evergreen is a 501(c)(3) nonprofit organization with the mission of creating and protecting sustainable mountain biking opportunities in Washington State.

Summary of Position:

Evergreen is looking for a Community Engagement Coordinator to help the Evergreen team implement, grow, and evolve its successful events, social media, volunteer outreach, community and corporate partnerships, and other community outreach programs. Evergreen recognizes that success in growing mountain biking in Washington comes from an informed, engaged, and motivated community. Our community engagement and outreach programs have been crucial to success in growing our support and have significantly expanded in size and engagement diversity in the last few years.

Success in this position will continue to deliver a growing and diverse community outreach program as well as increased participation and satisfaction of trail maintenance volunteers.

The majority of work consists of daily coordination, administration, customer service, written and verbal communication, social media management, and creating web articles. Responsibilities vary from generating and posting content to Evergreen's website and social media platforms, community event coordination and logistics, representing Evergreen at trade shows and community meetings, graphic design, member and community customer service, and championing the Evergreen volunteer program.

The Community Engagement Coordinator is an integral member of our team and will have the ability to significantly impact the future of Evergreen's community and volunteer program growth.

As a lean non-profit organization, the duties of this position are broad and will require a diverse set of skills. We're looking for a multi-tasker who loves to ride and get his or her hands dirty, thrives in a fast-paced environment with tight deadlines, and has excellent written, oral, and customer service skills.

If you're driven by a variety of tasks, you're a go-getter, a collaborator, and enjoy getting scrappy to make things happen, please apply to join our team at Evergreen. A high level of mountain bike experience isn't necessary—but passion for it is a must!

This position is based in Seattle, WA, at our (modest) headquarters.

Reports to: Senior Marketing Manager

Responsibilities:

Community Engagement Program

- Create, schedule, and locate relevant social media posts for our platforms.
- Research and write articles for the Evergreen blog, newsletter, or similar publications.
- Generate and maintain content on the Evergreen website under the direction of the Senior Marketing Manager.
- Assist staff on research and policy projects.
- Design posters, trifolds, infographics, and other items in Adobe Creative Suite for publication and promotion.
- Be an informed advocate for Evergreen work at public meetings, events, and conferences.
- Assist Senior Marketing and Operations manager with keystone Evergreen events and festivals.
- Manage the coordination of Evergreen promotional materials, inventory, and event gear.

- Work closely with members and volunteers while maintaining Evergreen's levels of professionalism and love of mountain biking.
- Focus on improving volunteer opportunities, promotion, experience and recognition.
- Develop new partnerships and community outreach with corporations, schools, youth groups, and other non-profits to become the organization of choice for service projects.
- Enhance effectiveness of outreach to MTB community to significantly increase volunteer participation in the full range of Evergreen activities.
- Work with staff to broadly advertise volunteer opportunities and recognition.

Required Qualifications:

- BA Degree, preferably in Communications, Journalism, or Marketing.
- Proficiency with Microsoft Office suite and Google Drive/Apps.
- Some familiarity with HTML.
- Writing/reporting experience.
- Some graphic design experience.
- Highly organized, with attention to detail and a passion for documenting and implementing organizational and administrative processes.
- Excellent communication skills and a passion for customer service.
- Ability to collaborate with staff, volunteers and partner agencies to plan and organize events and trail work parties.
- Comfort in a lean and fast-paced environment.
- Ability to work weekends as needed.
- Represent Evergreen & the sport of mountain biking in a positive, professional manner at all times.
- Understanding of popular mountain biking styles, trail designs, and trail features.
- Good sense of humor.

Desired Qualifications:

- Proficiency in Adobe Creative Suite, specifically PhotoShop & Illustrator
- Proficiency in HTML.
- Movie editing experience.
- Event management experience
- Public speaking experience

Classification: Exempt.

Hours: Full time. Work on weekends and in evenings is expected for education, volunteer, and other Evergreen events, particularly during busy summer season.

Compensation: Commensurate with qualifications.