Community Engagement Coordinator

Job Description

Summary of Position

The Community Engagement Coordinator is responsible for connecting members and the MTB community in an authentic and relatable way to build Evergreen support. The Community Engagement Coordinator will work as a member of the Development Team to create community outreach events to build excitement and stoke for Evergreen and support statewide and chapter membership building and fundraising efforts. Work locations for this position will be office/remote work and outdoors at trailhead locations. In-state travel will be required, and work hours will include weekend and evening periods as determined by the Field Marketing calendar of events. This is a mid-level experience position, based in the North Bend/Eastside area with the possibility of growth in hours and responsibilities over time.

Ideal Candidate

The ideal candidate needs to be passionate about Evergreen’s mission and vision to make Washington State the best place to ride. We are looking for a customer-service-oriented multi-tasker capable of independent work, willing to play a critical supporting role for the development team. Successful candidates will be self-driven and able to prioritize tasks, have first-hand experience producing small to mid-scale events from start to finish, have a marketing background, manage multiple projects at once, and demonstrate high-level customer service and business communication skills. Reliable transportation for trailhead events, member outreach, chapter support and team-building required.

Key Responsibilities:

Working under the guidance of the Development Director and in partnership with the Development Team and chapter volunteers, the Community Engagement Coordinator serves as the primary event and trailhead outreach representative for Evergreen membership, volunteers and chapters. The Community Engagement Coordinator will create, coordinate, and participate in Evergreen events (IRL & virtual) such as annual meetings and the annual MTB Festival, and facilitate coordination of trailhead tabling, group rides, advocacy events, or other community-led events for the Cascades to Sound chapter. Focusing on face-to-face or offline efforts to raise brand awareness, create and nurture partnership opportunities and develop long-term member and community support for our mission.

Field Marketing/Event Leadership

• Manage annual event calendar for statewide and chapter major events (fests/races), trail work special events, trailhead days, sponsored events, and other field marketing opportunities.
• Lead the development, management, and production of IRL and virtual statewide events (festival, membership meeting, legislative day, TAKMBD).
• Evergreen marketing lead and social media reporter at all events.
• Assist in developing, managing, and producing chapter events (races, trail openings, etc.).
• Assist Development team to create unique donor events and as needed during fundraising campaigns.
• Manage field marketing materials and event gear (tents, tables, signage, etc.).

Event Administration

• Manage event permit acquisition, distribution and renewals (SUP, site permitting, liquor, rental agreements).
• Work with the Volunteer Manager to recruit, coordinate and manage the staffing for events.
• Work collaboratively with the Communications Manager to develop all marketing and communications for the promotion of events.
• Work collaboratively with the Member Services Admin to create and manage registrations for events.
• Work collaboratively with the Development Director on event sponsorship development and fulfillment.
• Create participation reports and event summary reports to communicate impact and outreach results.
Qualifications

- Two years of professional event or field marketing experience
- Frontline customer service experience.
- Experience in using CRM’s or database management programs.
- Demonstrated experience of working independently with remote or in-direct supervision.
- A personal connection to mountain biking, understanding of the culture, challenges and benefits of the sport and the community.
- Reliable personal transportation for travel to the office, trailhead or chapter locations.
- Willing to work outside in variable weather conditions, and capable of lifting to 50lbs.

Skills:

- Excellent customer service skills.
- Proficiency with Microsoft Office suite and Google Drive/Apps, virtual meeting technologies (all), and collaborative workspace tools (Trello).
- Familiar with graphic design tools such as Canva or Adobe Creative Suite
- Ability to learn new tech and tasks quickly and independently.
- Capable of remote work with proficiency in teamwork tools such as Video Meetings (all types), Google Suite and shared workspace technologies.
- Problem solver
- Organized with an attention to detail.

All Evergreen staff are expected to be informed and respectful advocates for the MTB community when representing Evergreen at community meetings, work parties and industry events. Each team member is expected to maintain a high level of professionalism and share their love for mountain biking while working closely with other staff, chapters, members and volunteers.

As a lean non-profit organization with a small team, additional duties may be assigned beyond what is listed above according to the organization’s needs. Hours are flexible and may include occasional evening and weekend work.

Evergreen’s Commitment to Diversity and Equity

Evergreen is committed to assembling a diverse and talented staff. Evergreen does not discriminate based on race, color, creed, religion, national origin, sex, disability, age, veteran status, sexual orientation, gender identity or expression, or marital status. Women, LGBTQIA+ and BIPOC individuals are strongly encouraged to apply. Please visit our website HERE to learn more about Evergreen’s commitment to diversity, equity and inclusion.

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<tr>
<th>Reports to</th>
<th>Development Director</th>
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<tr>
<td>Job Location</td>
<td>Based in the North Bend office, with roughly 50% office/remote and 50% outdoors at trailhead locations. In-state travel will be required.</td>
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<td>Hours/classification</td>
<td>Full-Time (1.0 FTE), 40 hours a week. Non-Exempt (hourly). Work hours will include weekend and evening periods as determined by the Field Marketing calendar of events.</td>
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<td>Compensation</td>
<td>$19 - $24 per hour, depending on qualifications and experience.</td>
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<td>Benefits</td>
<td>Flexible work schedule, paid time off (PTO) (vacation, sick), holiday pay, medical and communication stipend, option participation in a 401k plan.</td>
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To Apply

Please submit a resume and cover letter to the link below. Please describe how your experience, interests, and values fit the position in your cover letter. This position is open until filled. Candidates will be considered as they apply.

Click here to apply via google form – Application.

Updated: 2/11/2022

Evergreen Mountain Bike Alliance – www.evergreenMTB.org
About Evergreen

Evergreen Mountain Bike Alliance, a 501(c)(3) nonprofit, is the nation’s largest statewide mountain bike association, powered by thousands of riders statewide through eight regional chapters. Evergreen is committed to sustainable recreation, trail maintenance, advocacy, education, volunteerism, and trail building. We are an important partner to public land managers, contributing over 30,000 hours of volunteer labor each year.