



Position: Marketing & Events Coordinator, Vancouver Bike Share Inc.

Location: Vancouver

Hours of work: Full time, Wednesday thru Sunday

Hourly Rate: \$16-\$19/ hour (negotiable based on experience)

Start Date: April

End Date: September

Job Description:

Vancouver Bike Share Inc, a subsidiary of CycleHop, North America's largest smart bike share operator, is looking for a full time Marketing & Events Coordinator. This individual will lead all event activities throughout the summer season, assist with the management of brand ambassadors and help with marketing related activities. The ideal candidate will have a love for Vancouver's urban environment and recognizes the potential that a public bike share system has to make our city a better place to live, work & play. The ideal candidates will be enthusiastic, passionate and great at sales, promotions and events and is looking to gain valuable experience in a fast paced and fun start up environment. This is a full time employment opportunity for the summer. Must be available to work most weekends and some evenings.

Responsibilities

- Help lead a team of brand ambassadors at events throughout the summer
- Follow Mobi by Shaw Go brand guidelines and engagement protocols
- Assist marketing team with events strategy & planning
- Organize group rides, demo stations, and Mobi by Shaw Go's participation at community events
- Represent Mobi by Shaw Go at events throughout the summer season at the Mobi by Shaw Go booth
- Promote Mobi by Shaw Go to potential customers
- Represent Mobi by Shaw Go at pre selected busy bike stations this summer and help customers/ sell passes to potential customers who want to use the system, and help customers start or end their trips
- Liase with Operations staff during shifts, keep balancing crew updated on station status (empty or full stations)
- Maintain high levels of customer service to our members
- Promote and sell individual and corporate memberships
- Distribute marketing materials

- Provide Mobi members with great customer service; be attentive and timely to their needs, and always treat customers and their questions with the highest level of sensitivity and respect.
- Answer customer service questions that come via social media (via marketing team)
- Assist with office administration as needed
- Other responsibilities as required

Note: The above description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. All personnel may be required to perform duties outside of their normal responsibilities due to the nature of work performed to accomplish CycleHop's and Vancouver Bike Share's mission.

Required Skills and Experience:

- Minimum one year of experience in sales and/ or marketing
- Minimum one year of experience in events, customer service, etc.
- Class 5 drivers license.
- Ability to be a team player
- Excellent communication skills
- Experience interacting with very large, diverse groups of consumers of all age ranges
- Ability to engage audiences in a meaningful way and enjoy social interaction
- Excitement and interest in bike sharing
- Ability to work various shifts, as assigned
- Cultural competency with regards to engaging diverse communities

To apply, please send a resume, cover letter and your summer availability to jobs@mobibikes.ca

Deadline for applications is Sunday, April 8, 2018 at 11:59pm.

About The Industry

Bicycle sharing is a healthy and sustainable form of active transportation in which bicycles are made available for shared use by individuals on a short-term basis. Proven to be incredibly successful in over 800 cities around the globe, bike share provides a fun and healthy way to commute to work, zip around town and explore a city by bike. By 2017 it is projected that over 100 cities in North America will have bike share programs. Similar to car share, bike share is a fast growing industry.

About The Company

Vancouver Bike Share is part of the Cyclehop family, the largest 'Smart Bike' bike share operator in North America, managing municipal bike share programs in over 15 cities.

Diversity and Equal Opportunity Employment: Vancouver Bike Share Inc. is an equal opportunity employer committed to diversity and inclusion. We are pleased to consider all qualified applicants for employment without regard to race, color, religion, sex, sexual

orientation, gender identity, national origin, age, disability, protected veterans status or any other legally-protected factors.