



## Bicycle Friendly America Program Specialist

**Job Summary:** The Bicycle Friendly America Program Specialist is a primary contact for communities, business, universities and states looking to be great places for bicycling. The program specialist provides information on how these places can improve conditions for bicyclists in the areas of engineering, education, encouragement, enforcement, and evaluation/planning and researches the latest programs and projects available within these categories. The program specialist works in a team to produce written reports and multimedia presentations making the case for the Bicycle Friendly America (BFA) program, assists in developing BFA educational and outreach materials, reviews BFA applications, contributes to listserves and publications on behalf of the BFA program and provides in-person technical assistance through workshops and meetings.

### Detailed Duties and Responsibilities

- Working collaboratively on a team that provides information/assistance related to creating great bicycling communities, businesses, universities and states via phone, email, or written communication.
- Assists in the development of new outreach and promotion materials including online tools, written reports, and multimedia presentations
- Develops toolkits for various user groups working to make their communities, campuses and organizations Bicycle Friendly
- Works with the Bicycle Friendly Community, Bicycle Friendly Business, Bicycle Friendly University and Bicycle Friendly State review teams to review and provide feedback for applications.
- Compiles research and reports on customer satisfaction, key components to building BFA and improving conditions for bicycling
- Performs other related duties as required

### Knowledge, Skills and Abilities

The **Knowledge** of:

- The key components of building communities, businesses and campuses that welcome and accommodate bicycling for people of all ages and abilities
- Bicycling program and promotion efforts that have been effectively used to encourage bicycling
- Transportation engineering and planning as it relates to the accommodation of bicyclists
- Bicycling advocacy efforts, bicycling education, and the League's Bicycle Friendly America program specifically
- Comprehensive planning procedures and best practices
- Business and management principles involved in policy analysis, program evaluation, and great customer service
- Principles and methods for survey design, production of educational materials, and the measurement of project outcomes

**Skills and Abilities to:**

- Communicate effectively in speech and writing as appropriate for the needs of the audience
- Establish priorities, work independently, and proceed with objectives with limited supervision
- Research the latest in bicycling programs and policies in order to provide the best possible information and tools for communities, businesses and universities seeking to become great places for bicycling
- Make formal presentations relating to program matters
- Perform administrative program tasks

**Education and Experience**

- Bachelor's degree or equivalent preferred. Course work in such subjects as city planning or design, geography, landscape architecture, engineering, public or business administration, higher education, public policy and other related subjects is desirable.
- Experience with Adobe Photoshop/Illustrator and database management is a plus
- Experience with creating great bicycling businesses and universities desirable
- Bicycling advocacy experience is a plus
- Five years related experience or equivalent combination of education and experience

Program Specialist will report to the Vice President, Programs. Salary is based on experience. The League offers a generous benefits package. Interested candidates may submit a personalized cover letter and resume to [bill@bikeleague.org](mailto:bill@bikeleague.org). Applications are due by September 16th.