

Job Title: Education Director

Posted March 4, 2016

About the League of American Bicyclists

We believe bicycling brings people together. When more people ride bikes:

- Life is better for everyone;
- Communities are safer, stronger and better connected;
- Our nation is healthier, economically stronger, environmentally cleaner and more energy independent.

To create a more Bicycle Friendly America for everyone, local organizations, volunteers and members are the foundation for our success. Our job is to create tools that fuel local success.

As the oldest bicycle advocacy organization in America, we have proud traditions to build on. But we also have ambitious plans for the future under the leadership of our new Executive Director.

Who We Are Looking For

Someone who loves creating and improving systems and figuring out how to measure their effectiveness.

People who enjoy riding a bike can ride fast or slow, ride everyday or much more seldom, don't know how many miles they rode or keep track to the tenth of a mile, avoid hills or seek them out. Our staff don't fit one bike riding profile – what we share is a commitment to creating a Bicycle Friendly America for everyone.

Reporting Relationships and Work Environment

This position will be responsible for education in both Smart Cycling and Bicycle Friendly America, developing and managing instruction standards and tools that can be used across both programs.

This position reports to the Executive Director but will work closely with the Program Director, the Bicycle Friendly America team, and a dozen League Cycling Instructor coaches (on contract). Customer service for the education program will be handled by the Member Services Coordinator (who reports to the Program Director). As the program grows, this position will be responsible for managing a growing staff to implement it.

Duties and Responsibilities

Over the next two years, this position will transform our education programs and take on additional management responsibilities as the team grows. In the first year, this position will:

- Manage instruction and certification of volunteer League Cycling Instructors, of which there are more than 5000 trained and about 400 who taught in the last year
- Create programs to attract more women and people of color as instructors
- Establish a learning management system to be used by Smart Cycling and Bicycle Friendly America

- Manage a small internship program at the League and explore the creation of a nationwide internship program for advocates of color
- Work as part of an evaluation team that reviews what metrics we use to measure bicycle friendliness and what public data sets that may be useful to that evaluation
- Be part of the leadership team that explores the creation of a Leadership Institute for bicycle advocates in partnership with the Alliance for Biking and Walking

In year two, this position will:

- Manage the creation of an online class registration system that integrates with Salesforce
- Create new accreditation programs for professionals involved in bicycle policy, planning and implementation
- Create an instruction and accreditation program for local Bicycle Friendly America application reviewers

Qualifications

- Professional experience or a degree in education or program evaluation
- Experience in implementing customer relations management systems
- Strong strategic thinking and analytical skills while also taking care of the details of program implementation.
- Interest, understanding, commitment and ability to communicate the mission, goals and programs of the League effectively and with the highest professional standards
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Experience teaching bicycle safety is a plus
- A leadership role in a local bicycle advocacy organization, bike club or bike shop is a plus

This position is based in Washington, DC but can be located remotely in a location of the applicant's choosing. This position involves occasional work on evenings, weekends and travel, perhaps 6-10 trips a year.

Compensation: Commensurate on experience and location

Benefits: Include health and dental, disability and retirement

Start Date: As soon as April 1, 2016

Application Instructions

Please send a resume and a letter describing why you want to work for the League to Executive Director Alex Doty at alex@bikeleague.org. Preference will be given to applications received by March 15, 2016.

The League of American Bicyclists is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex or age.