

## EVENT COORDINATOR — JOB DESCRIPTION

Capital Bike is seeking a dynamic, creative, and versatile person to join our team to help organize our largest events, Spring and Fall Go Bike Bike Weeks. This position offers the opportunity to work on large scale, well-established, and highly successful community events in a fun, flexible, and fast-paced work environment.

### You are:

- An organized and driven event coordinator who loves organizing impactful and successful events
- A community-minded person who is passionate about cycling for transportation

### You excel at:

- Developing and maintaining strong relationships with sponsors and community partners
- Organizing events and promotional campaigns that are exciting, relevant, and fun
- Written and verbal communication; time management
- A people person who enjoys working in a small, high-energy team environment

### We are:

Capital Bike is a non-profit society that aims to help get more people biking, more places, more often in the Greater Victoria area. Through events and education, we work to get more people travelling by bike leading to healthier, happier, and more connected communities.

### Full description:

Under the direction of the Executive Director, the Event Coordinator will be responsible for organizing all aspects of the Capital Region's Go By Bike Weeks outreach events and other outreach activities.

Go By Bike Week originated in Victoria 27 years ago as 'Bike to Work Week'. Since then, it has grown into a provincial event, now known as Go By Bike Week. Go By Bike Week (GBBW) is our keystone program and its purpose is to promote and grow cycling in Greater Victoria. GBBW is a well-established and effective behaviour change campaign that has had a significant impact on the transportation landscape.

The GBBW program focuses on team formation as the key organizing principle. Participants log their trips on our registration website which records distance travelled, calories burned, and greenhouse gas emissions averted among other statistics. Prizes for participation are a motivational component of the campaign.

GBBW features Celebration Stations during peak morning and afternoon commuting hours along popular cycling routes throughout the region. These pop-up events feature food and beverages, bike check-ups, information, giveaways, and prize draws for the hundreds of passing cyclists.

Although GBBW takes place in the spring and fall, planning and organizing starts months in advance and follow-up work continues for some time after the event is over. Organizing GBBW also involves collaborating with the Bike Skills Coordinator to organize workplace workshops and with the Executive Director on sponsorship, engagement, and other initiatives.

**Purpose of the role:** Plan, organize, and deliver Go By Bike Week and related events in the Capital Region by seeking out and working with partners, organizing the logistics of the event, and developing promotional campaigns.

**Responsibilities include:**

- Cultivate corporate and community sponsorships and partnerships
- Solicit in-kind donations for prizes and auction items
- Organize and prepare complete event logistics plans
- Recruit and organize volunteers
- Develop program promotions and marketing materials
- Generate and manage content for the website
- Prepare all communications for event, participants, and partners, including social media
- Assist with set-up and take down of Celebration Stations
- Provide event registration support
- Track key event metrics and produce a final report for funders and partners

**Key Skills:**

- Minimum of 2-years of event planning experience required
- Proven experience securing funding, sponsorships, grants
- Experience creating and reviewing graphic design materials
- Able to work independently, take initiative, and deliver on time
- Must be organized, great attention to detail, and tracking deliverables and metrics
- Excellent verbal communication; clear, concise, and persuasive written communication
- Familiar with website management, social media platforms, and desktop publishing tools are an asset
- Media relations experience an asset
- Flexibility, interpersonal skills, and enthusiasm are key to success in this position
- Previous supervisory experience of volunteers or staff would be an asset
- Bike commuter / love of cycling for transportation preferred

**Qualifications:**

- Valid CPR/First Aid certificate
- Valid BC Driver's License with clean driver's abstract
- Clean Criminal Record Check

**Terms:**

35 hours/week. Contract position starting December 2021 through to December 2022 with possibility of contract renewal at end-of-term. Must have a flexible schedule, some evenings

and weekends are required. Hours will vary during the week of the event (last week of May and September). No extended time off available March 1 through June 30. Hourly rate: \$18-\$22 per hour commensurate with qualifications and experience.

**How to apply:**

Email: [Admin@capitalbike.ca](mailto:Admin@capitalbike.ca)

Please forward one document which includes cover letter, resume, and other relevant information. Please enter 'Event Coordinator Application: First Initial, Last Name' in the subject line.

**Closing Date:**

November 3, 2021 @ 4:30pm PST