

# Community Outreach & Project Coordinator

---



**Position:** Part-Time Community Outreach and Project Coordinator

**Contract Duration:** April 11<sup>th</sup> – November 15<sup>th</sup>, 2022

**Project:** Brampton and Caledon Bike Hub

**Location:** All employees are working remotely, with required travel within Brampton and Caledon.

**Compensation:** \$25/hr, 20-30 hrs/week

## About the Brampton and Caledon Bike Hub

The Brampton Bike Hub and Caledon Bike Hub, offered in partnership with BikeBrampton and Punjabi Community Health Services (PCHS), empowers cyclists to choose bikes over cars to get around. We believe that riding and fixing a bicycle is a powerful tool to connect neighbours, promote independence, improve health, and enhance environmental sustainability.

Since 2015, the Brampton and Caledon Bike Hub has been teaching residents about riding, maintenance and repair, removing barriers to cycling in a friendly setting. Past programs include running the one-on-one cycling mentorship program (Pedalwise), drop-in DIY bike repair (BikeWrx), Bike Library, and delivering free pop-up bike services at parks and schools around Brampton and Caledon. In 2022 the Brampton and Caledon Bike Hub will open a physical location in Downtown Brampton called Different Spokes.

## About the Position:

Reporting to the Program manager, the Project Coordinator will play an integral role in planning and delivering programs in 2022.

They will be primarily responsible for:

1. Program Development and Delivery
2. Community and Stakeholder Engagement
3. Digital Communications and Social Media

## About You

- Passionate about cycling and sharing it with others
- Dedicated to equity, climate justice and building community
- Skilled at DIY bike repair or are excited to learn from our mechanics
- Available to work evenings and weekends, across Brampton and Caledon

## Position Responsibilities:

### 1. Program Development and Delivery (50%)

- Work with the Program Manager and PCHS to develop a program plan, an evaluation plan, and a volunteer & participant recruitment plan for the Brampton & Caledon Bike Hub
- Coordinate logistics and deliver community events for the Brampton and Caledon Bike Hub including pop-ups, DIY bike repair, cycling mentorship, Freecycle, and group rides
- Collect participant data and document program developments to the Program Manager, with a focus on improving future program delivery
- Oversee on-the-ground bike mechanics, summer students, and volunteers
- Manage a POS system and/or handle payment for purchases

### 2. Outreach and Community Engagement (35%)

- Develop and maintain strong relationships with the surrounding community, deepen partnerships with the City of Brampton and Brampton-based organizations, and collaborate on program delivery
- Develop creative strategies for increasing the reach of programs, particularly amongst equity-deserving groups and communities traditionally under-represented in mainstream cycling culture
- Assist in developing and delivering outreach materials including flyers, social media campaigns, e-newsletters, community announcements, and program brochures

### 3. Digital Communications and Social Media (15%)

- Create content and run day-to-day operations of social media channels for the Brampton and Caledon Bike Hub (Facebook, Instagram, Snapchat, WhatsApp, Reddit and Twitter)
- Post content as per the marketing and promotion protocol developed in collaboration with the Program Manager
- Coordinate with local media, community partners, government officials, and businesses to inform the public of our mission, events and programming

## Required Qualifications

- Demonstrate motivation, initiative, attention to detail, strong organizational skills, and autonomy with the ability to meet deadlines and manage several tasks concurrently
- Experience in volunteer recruitment and management
- Passionate about active transportation, community development, equity, health promotion, climate justice, and/or urban planning
- Committed to applying an equity lens to all active transportation programming and advocacy
- Experience or interest in community organizing, group facilitation, workshop delivery, or community animation. Passionate about bringing people together and building movements and alliances.
- Excellent verbal/written communication skills, with the ability to write clearly and concisely.
- Savvy with social media, specifically interested in accelerating program reach and engagement
- The ideal candidate is living or working in Brampton, or has lived or worked in Brampton or Caledon
- Working knowledge of Microsoft Office and GSuite
- Vaccines (COVID-19 and others) are a job requirement unless you have an exemption on a medical ground under the Ontario Human Rights Code

## Assets:

- Fluency in Punjabi and Hindi
- Experience in similar bicycle collective projects and/or in cycling specific retail, service, or educational environments
- Experience in creating basic graphics with Photoshop, Illustrator, WordPress, Canva, and InDesign
- Experience working on multi-stakeholder projects and liaising with municipalities, community partners, and other non-profits
- Standard First Aid CPR/AED
- Experienced cyclist and DIY bike mechanic
- Valid drivers' licence
- Experience and/or training in de-escalation

## To Apply:

Please email Cover Letter and Resume as a single PDF to [sonia@bikebrampton.ca](mailto:sonia@bikebrampton.ca) by March 31<sup>st</sup> at 9 am with the following subject line: Community Outreach and Program Coordinator – Brampton and Caledon Bike Hub

The Brampton and Caledon Bike Hub is committed to diversity in its workplaces and welcomes applications from all visible minority groups, women, Aboriginal persons, 2SLGBTQ+, persons with disabilities, among other self-identified diverse groups. We also provide accessible employment practices that comply with the Accessibility for Ontarians with Disabilities Act ('AODA').

We appreciate the effort and care put into applying for this position, unfortunately, only those selected for an interview will be contacted.