



Marketing Director Position

Join the team that seeks to revolutionize the way Austinites navigate downtown. Starting in December 2013, Austin B-Cycle will provide a 24-hour, 7-days/week service of bikes on demand for members at kiosks located throughout the downtown Austin area.

Austin B-Cycle is hiring creative, forward thinking professionals to launch and grow Austin's first public bike sharing service. The Marketing Director will be responsible for helping to create and deploy all outbound messaging and marketing of services, working closely with partner advertising firm. This position will work with the Executive Director to manage the solicitation of sponsorships and maintaining existing and new relationships. This position will manage social media for the organization and public outreach, including recruitment and management of outreach and marketing interns and volunteers. The position is full time salaried with benefits.

REQUIRED SKILLS:

- Bachelor's Degree
- At least 5 years experience in marketing and/or public relations
- At least 2 years experience in sales or customer service
- Demonstrated success closing sponsorship or advertising partnerships with small and medium size businesses and organizations
- Strong communications and strategic planning skills
- Experience developing communications and marketing plans
- Comfort presenting to small and large groups and well as 1:1 communication with potential customers and sponsors
- Commitment to alternative transportation
- Energetic and dynamic outlook
- Attention to detail
- Willingness to learn new systems
- Ability to ride a bicycle
- Willingness to learn skill sets of other positions to fill gaps in need during first year start up period

PREFERRED SKILLS

- Degree in Marketing, Communications, Public Relations or related field
- Bilingual fluency in Spanish
- Knowledge of the Austin market with existing relationships with small and medium size businesses and/or organizations, especially in the downtown Austin area
- Experience marketing new or disruptive technology



- At least 1 year supervisory experience

We are committed to diversity among our staff, and recognize that success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services. We are an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, gender identity or expression, ethnic identity or physical disability, or any other legally protected basis.

Applicants should have clean criminal record and must be willing to start on the week of November 11, 2013. Qualified candidates should submit cover letter and resume to Elliott McFadden at elliott@bikeshareofaustin.com. No phone calls please.