

Bike Edmonton

Executive Director Job Description



Who We Are

Bike Edmonton is a non-profit society dedicated to making everyday cycling in Edmonton safer and more widespread by providing bicycle services, education, and civic representation. We promote the bicycle as a healthy, economical, and ecologically sound mode of transportation.

Job Description

The Executive Director is the operations management leader of Bike Edmonton. The Executive Director is responsible for overseeing the administration, programs, and strategic plan of the organization. Other key duties include staff and volunteer human resources, marketing, external relations/community outreach, and revenue generation through various initiatives including fundraising and sponsorship opportunities. Some duties may be delegated to other senior staff, where appropriate, but responsibility ultimately rests with the Executive Director who should be able to provide oversight and support in all areas. The position reports to the Board of Directors, represented by the President.

Responsibilities

Strategic Direction and Board Relations

- Set the Society's strategic direction, in collaboration with the Board
- Work with the Board and staff to ensure that the mission is fulfilled through programs, strategic planning, and community outreach
- Ensure campaigns and programs align with Strategic Plan
- Work with the Board and staff to oversee program review and develop the annual operational plan
- Collaboratively determine the annual budget with revenue and expense projections based on input from the Board and staff
- Report to the Board on key performance metrics
- Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions



Partnerships and Revenue Generation

- Identify market opportunities and initiate grant, fundraising, sponsorship, and new program development opportunities, subject to the Board's approval
- Provide grant writing oversight to staff
- Work with staff to ensure partnership/membership materials are consistent with Bike Edmonton's strategic direction
- Build relationships and meet with potential program partners, business members, and major donors

Human Resources

- Oversee and implement appropriate resources to ensure that the operations of the organization are maintained
- Manage a small staff team
- Periodically review staffing needs and make recommendations to the Board on changing requirements
- Manage the hiring, evaluation, and retention of competent, qualified staff, in accordance with Alberta Employment Standards, with support from the Board Human Resources Committee

Operations and Administration

- Responsible for the day-to-day operations of the Society, including financials, and in collaboration with the Board ensures the operations of the Society remain financially sustainable
- Work with staff and bookkeeper to ensure monthly financial statement updates are accurate and reports are delivered on time
- Work with staff and bookkeeper to ensure invoices are sent in a timely manner. Review and approve staff budgetary requests
- Prepare and sign all statements, agreements, and other instruments on behalf of the Society
- Follow established policies and procedures and contribute to new policy and procedure development
- Practice effective and positive communication with staff

Major Programs and Special Projects

- Oversee planning and execution of all major Bike Edmonton programs
- Ensure the execution of partnership deliverables and special projects in the public, private, and NGO sector; provide updates to the Board

Media and Communications

- Act, along with the President, as the Society's primary media contact; liaise and build relationships with all categories of media
- Oversee and support staff in writing, reviewing, and distributing all Bike Edmonton electronic and print publications including newsletters, programming, subscriptions, website, and social media content
- Develop and oversee distribution of all press releases to media list and social media, subject to Board's approval

Advocacy and Government Relations



- Work with staff to build relationships with City of Edmonton staff, elected officials, Business Improvement Areas, Resident Associations, and other not-for-profit groups
- Build relationships with advocacy partners and provide strategic advice
- Oversee Advocacy Committee, strategic direction, and Bike Edmonton position statements
- Review campaigns and programs to ensure alignment with Strategic Plan

Qualifications

- Post-secondary education in business, human services, or a related field with a minimum 2 years of senior nonprofit management experience (experience may be used as a substitute to formal education)
- Working knowledge of fundraising best practices, including experience setting and achieving fundraising goals
- Experience building, tracking, and executing an operational plan
- Budget management skills, including budget preparation, analysis, decision-making, and reporting
- Experience related to community and program development, fundraising, and volunteer management
- Ability to manage small teams effectively
- Strong written and oral communication skills, including public speaking
- Strong organizational abilities, including planning, delegating, program development and facilitation, document management, and report writing
- Current knowledge of cycling issues and safety best practices
- Certification related to bike mechanics considered an asset
- Bondable

Desired Competencies and Knowledge

- Experience working with or on a board of directors
- Experience in collaborative leadership
- Experience working for a volunteer nonprofit organization
- Government relations experience

Desired Attributes

- Approachable attitude and demeanor
- Strong personal motivation and work ethic
- Capacity for critical and creative thinking
- Willingness to take measured risks
- Strong attention to detail
- Able to work independently, in partnerships, and in team environments

Working Conditions

This position does not follow a standard work week and instead requires a flexible schedule to accommodate day, evening, and weekend hours in order to attend and participate in meetings and outreach activities with community partners, businesses, and events. The majority of work can be completed at home; office equipment and supplies will be provided as needed.



This position has an end date of one year from the date of hire with the possibility for extension based on performance.

The base salary, competitive within the industry and based on the successful applicant's experience and qualifications, starts at \$45,000 based on a 40-hour work week with health benefits, education benefits, and expenses included.

Additional Information

- The Executive Director is expected to attend Board and operational meetings as scheduled
- This job description was updated and approved on May 15, 2021 and is subject to annual review

How to Apply

Please email your resume and cover letter as a single PDF document to president@bikeedmonton.ca

Please indicate on the subject line: Executive Director Position – [Your Name]; and address your email to:

Sarah Rebryna, Board President
PO Box 1819 Station Main
Edmonton, AB T5J 2P2

Bike Edmonton values diversity and is committed to equity and inclusion. We encourage applications from individuals who reflect our city's diverse communities.

We thank all applicants for their interest, however, please be advised that only those selected for an interview will be contacted.