



SACRAMENTO AREA BICYCLE ADVOCATES

Job Description

Title: Policy & Communications Manager

Organization: Sacramento Area Bicycle Advocates

Location: Sacramento, CA

About Sacramento Area Bicycle Advocates:

Sacramento Area Bicycle Advocates (SABA) is a 501(c)(3) nonprofit organization dedicated to making it safe and convenient for more people to take more trips by bike, thereby making the Sacramento region a cleaner, healthier, happier place to live and work. We serve our mission through advocacy, project review, technical assistance and community engagement.

SABA was founded in 1991 and incorporated as a 501(c)(3) nonprofit organization in 2003 (ID #37-1474544). SABA operates out of an office located in downtown Sacramento.

Position Description:

The Policy & Communications Manager is responsible for managing and implementing SABA's programs, strategic messaging, and policy campaigns in a manner that supports and guides the organization's mission as defined by the Board of Directors. This is an exempt full-time position. The Policy & Communications Manager reports directly to the Executive Director.

Primary Responsibilities:

Governmental Relations and Policy Advocacy

- Develop and implement advocacy strategies that further SABA's mission and increase public awareness of bicycle and active transportation issues.
- Cultivate and maintain relationships with organizations and local government decision-makers, and policymakers at all levels in the Sacramento area, including leading or participation in strategic coalitions and campaigns.
- Review and comment on public works and private development projects that have potential impacts on bicycle transportation.
- Review and comment on local policies and budget/spending plans with impacts on bicycle transportation to promote safe and convenient access to bicycling.
- Represent SABA as a stakeholder in planning, technical advisory and outreach efforts, in coordination with the Executive Director. Examples: O Street Streetscape Project, Capitol City Freeway Congestion Relief Project, Mayors' Climate Change Commission technical advisory committee on mobility.
- Represent SABA before governing bodies, policymakers, and the general public.

Strategic Communications

- Under direction of the Executive Director, develop strategic communications plans to support SABA's programs and advocacy activities.
- Produce and deploy high quality digital content for SABA's programs and advocacy activities.
- Communicate SABA's mission broadly and generate strategic media coverage through the Sacramento region through proactive media relations and engagement.
- Manage the effective design, content development, and implementation of SABA communications, including the organization's website and event webpages, social media channels, email newsletters, and all other promotional materials.
- Field media inquiries and act as spokesperson for the organization.
- Monitor and safeguard SABA's image and brand.

Community Engagement and Education

- Support the development and implementation of SABA's community engagement and education strategies and activities.
- Encourage and empower supporters and stakeholders to advocate for safe, convenient travel by bike in the Sacramento area by supporting SABA's grassroots advocacy, community outreach, and encouragement activities.
- Maintain existing relationships with with local community-based organizations and partner entities, and help engage new constituencies to promote a more bike-friendly Sacramento region.
- Support SABA's Community Cycling Programs, including: Safe Routes to School; Bike Valet; and Bike Maintenance and Repairs; and Skills Training as necessary.

Organizational Work

- Report to and work closely with the Executive Director, and work closely with the Board of Directors to seek their involvement in policy decisions and to increase the overall visibility of SABA throughout the Sacramento region.
- Assist the Executive Director and Board of Directors in long-term strategy development and governance issues and decisions.

Note: Nothing in this job description restricts the Executive Director's right to assign or reassign duties and responsibilities to this job at any time.

Key Qualifications

- Bachelor's degree
- A commitment to and passion for SABA's mission
- Strong interpersonal skills
- Ability to work both independently and collaboratively
- Strong organizational, multi-tasking and time management skills
- Strong writing and public speaking skills and ability to articulate SABA's mission, vision and policy positions to the public, decision-makers, and funders

- Experience creating, editing, and publishing digital content on web platforms, including website, social media, and e-newsletter platforms
- Experience planning and implementing programs, events, or complex projects
- Flexibility and adaptability to evolving responsibilities and strategic direction
- Strong ability to interface and engage diverse partners, constituents, and communities
- Strong ability to collaborate with a dedicated Executive Director and Board of Directors

Preferred Qualifications

- Experience managing grant and/or contract deliverables
- Understanding of local governance in the Sacramento area, regional transportation planning and infrastructure and impacts on bicycling
- Experience with coalition-building and advocacy campaigns with multiple stakeholders to support projects and/or create policy changes

Employment with Sacramento Area Bicycle Advocates is at-will and either party can terminate the relationship at any time with or without cause and with or without notice.

Sacramento Area Bicycle Advocates is an equal opportunity employer and does not discriminate on the basis of race, religious creed, color, national origin, ancestry, physical disability (including pregnancy), mental disability, medical condition, marital status, sex, age, sexual orientation, citizenship, military service status or any other characteristic protected by applicable federal, state or local law.

For more information visit <http://www.sacbike.org>