

## POSITION DESCRIPTION

<b>Job Title</b>	Events and Campaign Manager
<b>Job Type</b>	Full-time
<b>Location</b>	150 Caxton Street, Milton QLD 4064
<b>Manager</b>	Chief Executive Officer

### About the role

The Events and Campaign Manager supports Bicycle Queensland (BQ) in its mission to get more people riding more often by:

- leading delivery of BQ riding events;
- delivering BQ non-riding events, such as Ride to Work Day activations;
- partnering with external organisations who run mass-participation rides; and
- leading our fundraising donation campaign, including donor management.

The role demands detailed knowledge and experience with the bicycle industries, bicycles and cycling events, to help BQ achieve high levels of donor and participant satisfaction. The Events and Campaign Manager builds relationships inside and outside the cycling community, understands donor motivations, and communicates effectively in-person, to groups, and in writing. The role provides ride leadership, including but not limited to being a ride leader at events, managing ride teams, developing routes, organising wayfinding, and managing the ride component of major events.

Working at BQ means having a passion for bicycle riding and working with the cycling community. Our members ride, our partners ride, we ride. Essential to the role is the ability to communicate with riders about the small details of cycling events and understanding what cycling projects and advocacy are trying to achieve. The role also requires being out in the field when we either host or partner on bicycle events or go riding with donors.

We are a small team and that means we all help each other out across portfolios. Working at BQ means having the flexibility to assist with membership queries, media and communications, advocacy initiatives, or reporting to our Board. We fill-in for each other when staff are on leave. Our people get help in their own role and help others in their portfolios.

### Key Duties

- Lead the development and delivery of riding events across Queensland including regional cycle tourism events, family rides and mass participation events
- Manage ride events, which may include roles as ride event director, ride team leader, or ride leader
- Undertake ride reconnaissance on possible event routes, in conjunction with local partners
- Lead our activities as a major partner on other ride events
- Develop and deliver non-riding events such as Ride to Work Day activations, campaign pop-ups, workshops, and corporate functions
- Lead the development and delivery of BQ's fundraising donation campaign, including donor management
- Lead the development and analysis of fundraising in our customer relationship management (CRM) system
- Manage event and campaign volunteers
- Assist with other advocacy work for BQ campaigns and other projects and policies, as required
- Assist with media and communications, as required
- Other duties as directed

## SKILLS & EXPERIENCE

### Qualifications & Experience

- Experienced and passionate bicycle rider
- Relevant qualifications
- Extensive experience in event planning, delivery and participation
- Experience with the different types of bikes, urban/regional bicycle infrastructure, and the cycle tourism industry
- Event management and leadership experience, including event or program evaluation
- Donor or sponsor management experience
- Volunteer management experience/working with young people
- Community engagement experience
- Hold (or ability to obtain) a valid Blue Card - Queensland's working with children check
- Hold a valid 'C' class Driver's Licence
- Hold a current First Aid & CPR certificate, or willingness to obtain one upon employment

### Skills & Abilities

- Ability to manage complex logistics, suppliers, partners and resources
- Time management skills
- Ability to conduct route reconnaissance and identify potential hazards
- Ride leadership skills including managing ride teams during events, ride event director activities
- Ability to prepare teams, delegate tasks, coordinate activity and effective debriefing
- Risk management skills, including understanding road safety risks, bicycle safety risks, risk management frameworks and mitigation strategies
- Ability to adapt and cope with the pressures and unexpected issues pertaining to large events; ability to handle the rejection that may come when fundraising
- Digital proficiency in CRM systems, event management platforms, spreadsheets, and online fundraising tools to manage campaigns
- Communications skills including experience with content management systems (CMS), public speaking, social media, and web pages
- Financial literacy skills including budgeting, forecasting, analysing and reporting financial information
- Capacity to write, including but not limited to editing and packaging project reports, grant writing, and to tell stories that show the impact of donations
- Interpersonal skills to facilitate negotiating with and managing partners, vendors, staff, volunteers, participants and VIPs and to build strong relationships with donors
- Empathy skills to actively listen, understand donor motivations, and ensure donors feel valued, appreciated and informed