



## Six-month Contract Employment Opportunity: **PROGRAM COORDINATOR**

30 hours per week, 26 weeks (780 hours, flexible), \$22 per hour

Cycle Kingston Inc. is a volunteer-led, local, registered charity whose mandate is to provide safe cycling education and cycling skills training to encourage safe, healthy, community-friendly transportation choices in the city of Kingston.

Cycle Kingston also operates *Gear Up! Recycled Bicycles*, a social enterprise, which trains and hires youth to repair and sell donated bicycles at affordable prices, as well as Bicycle Valet Kingston, providing secure bicycle parking for events.

### **The Opportunity**

Cycle Kingston has received financial support to create a more resilient organization, particularly in light of the COVID pandemic, by enhancing our virtual presence, developing online cycling education content and curricula, develop in-person cycling education curriculum, promoting and enhancing the physical and virtual presence of Gear Up, creating annual marketing plans, and developing an annual fundraiser.

Cycle Kingston is seeking to hire a **Program Coordinator** for a short-term contract of approximately six months, to lead and coordinate these tasks, in order to achieve the expected outcomes of the projects. Funds are available to out-source contractors with specific areas of expertise, (e.g., graphic design, website development, e-commerce, writing ad content, strategic planning). The Program Coordinator will also supervise two student employees as Cycling Ambassadors during the summer of 2021.

### **Expected Outcomes**

- High-quality evidence based cycling education curriculum for both in-person training (e.g., lesson plans, resources, outlines of activities) and online education (e.g., web-based resources, videos, animations).
- An enhanced high-quality Cycle Kingston website that is user-friendly including support materials to enable volunteers to maintain website.
- A high-quality improved Gear Up website, including virtual showroom and easy to use e-commerce applications to encourage purchasing bicycles, as well as a portal for donations of bicycles.
- Upgraded physical space for Gear Up (could include a new physical site, new occupancy agreements, new storage solutions, or some other arrangement).
- Quality annual social media/ virtual and marketing strategy, for both Cycle Kingston and Gear Up, including content creation, graphic support and an enhanced membership program.
- A fundraising event or strategy that includes support material so the event/activities can be implemented by volunteers.

## Core responsibilities

### Project Management

- Develop an overall outline and strategy to identify and achieve the stated outcomes in a timely manner and on budget
- In consultation with volunteer Board members, prepare RFPs and agreements for contract work, and manage intake and evaluation of RFPs to award contracts
- Oversee the work of contractors to ensure understanding of the projects, monitor tasks and ensure milestones and deliverables are met within contract terms

### Curriculum Development

- Develop an overall strategy for enhancing curriculum and programming related to safe cycling education and training
- Research and develop cycling education and training curriculum in consultation with Board members
- Prepare all curriculum material, including course outlines, instruction guides, activities, worksheets, games, and resource material (may involve outsourcing existing curriculum materials and arranging for authorized use of that material, such as licensing and copyright)

### Website Enhancement

- Develop a strategy for improving websites for Cycle Kingston and Gear Up
- With the support of professional contractors, design and launch an improved website that is user-friendly, easy to maintain for volunteers, and offers exceptional access to resources for cycling education and training, including images, videos, downloads, tip sheets, etc.
- Develop the Gear Up website to allow for e-commerce and a virtual showroom that can be easily managed by volunteers, including ease of communicating about product (e.g., chat feature), ease of adding inventory to virtual showroom, and ease of booking appointments to view and purchase bikes.

### Gear Up! Enhancements

- Develop a promotional strategy to encourage more bicycle donations, promote Gear Up, and promote a “buy-back” program for Gear Up
- Work with volunteer steering committee to improve the physical space for Gear Up, with a focus on the work-space for youth who are employed by the enterprise, including safety. Note that this could include modifying the current space or looking for a new space.

### Marketing, promotions and fundraising

- Develop an annual, replicable, outreach strategy for Cycle Kingston and Gear Up to include print, radio, social media and hard-copy (e.g., flyers)
- Develop/write content and/ or source content from professional contractors, including images and designs, and curate a pool of proprietary images
- Develop a membership program to increase audience and volunteers
- Develop one annual fundraising initiative or a fundraising strategy that is easily replicable by volunteers

## Qualifications

### Relevant experience

- Minimum 3-years of post-secondary education or equivalent experience
- Demonstrated project management skills/ experience
- Experience crafting realistic, high-level strategies with implementation steps
- Experience developing and writing educational curriculum, particularly for online learning
- Technological skills to allow oversight of designing virtual programming, website development, and e-commerce
- Experience developing promotional materials, including social media
- Experience developing fundraising events or activities

### Skills and abilities

- A high degree of independence, self-motivation, problem-solving, and the ability to meet deadlines
- Able to work with individuals and committee volunteers to effectively to draw on their expertise and apply it to the project deliverables
- Ability to supervise, direct, and coach student staff
- Knowledge of basic cycling safety and skills (on-the-job cycling education and skills training will be provided)

## Terms and Conditions of Employment

- The contract is based on 30 hours per week for 26 weeks (total of 780 hours), but hours and days of work can be flexible
- Compensation is \$22.00 per hour, plus 4% vacation pay, paid bi-weekly as a part-time employee, or \$23.00 per hour if invoiced as an independent contractor, and paid monthly

## Application Process and Deadline:

To apply, please submit a résumé and a one-page cover letter briefly describing why you are a great candidate for the position. Submit your application by **May 14, 2021** to the attention of:

Neal Scott, President  
Cycle Kingston, Inc.

Please submit applications electronically to: [pres.cyclekingston@gmail.com](mailto:pres.cyclekingston@gmail.com).

Cycle Kingston, Inc. is an equal opportunity employer and organization. Persons applying for this position will not be discriminated against based on race, religion, gender, sexual orientation, age, or disability. All qualified individuals are invited to submit an application.

Learn more about us at [www.cyclekingston.ca](http://www.cyclekingston.ca), [www.gearupkingston.ca](http://www.gearupkingston.ca)