



JOB TITLE: Bicycle Ambassador
START DATE: May 3, 2010
LENGTH OF JOB: Through September 12, 2010
COMPENSATION: \$10-\$13 per hour – 35-40 hours/week.



PURPOSE AND GENERAL DESCRIPTION

The Bicycle Coalition of Greater Philadelphia, a non-profit advocacy and education organization, manages a city-funded adult outreach and education program called the Bicycle Ambassadors. Bicycle Ambassadors teach motorists and bicyclists to better share city streets by speaking face-to-face to members of the public. Teams of Ambassadors deliver bicycling expertise personally in demonstrations and conversations in public places, at community events and to local companies.

REPORTING RELATIONSHIPS AND WORK ENVIRONMENT

The Bicycle Ambassadors report to the Bicycle Ambassador Coordinator. The Bicycle Ambassador will also:

- Work 35 to 40 hours per week.
- Work with a team of 2-4 Bicycle Ambassadors at outreach events.
- Work outdoors and indoors on any day of the week, and with weekend and evening hours.
- Travel directly from home to work sites, by bicycle and public transit. Work sites will include street festivals, shopping and commercial areas, public parks, public streets, and companies in the neighborhoods of Center City, University City and Fairmount Park.
- Ambassadors must successfully complete a ten day paid training course that covers interpersonal communication, bicycle handling, bicycling and traffic safety, media relations, and conflict resolution.
- While on duty, wear an Ambassador uniform provided by the program.
- Wear a bicycle helmet while bicycling and during presentations.

DUTIES AND RESPONSIBILITIES

The Bicycle Ambassador will:

- Describe how to bicycle safely in traffic; primarily to an adult audience
- Promote safe road sharing to bicyclists and motorists at publicity events.
- Provide, both orally and in literature form, bicycling information at street festivals, shopping and commercial areas, public parks, and universities throughout Philadelphia.
- Give classes, demonstrations, and presentations in formal and informal settings.
- Bicycle to, from, and at events and presentations.
- Work with community groups, teachers, police officers, business associations, volunteers, sponsors, and other city organizations.
- Speak to newspaper, radio, and TV reporters about bicycling.
- Evaluate (in written reports) presentations given and events attended.
- Market the program to event organizers.
- Assist with program administrative tasks as necessary.

ESSENTIAL QUALIFICATIONS

The candidate should have the following qualifications:

- Can communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Speaks in a friendly, concise, and accurate manner.
- Experienced in bicycling in urban traffic.
- Physically fit and able to work outdoors all day and in any weather.
- Comfortable speaking with strangers.
- Proficient with Microsoft Office applications.
- Works well in an unstructured and informal environment, with limited supervision.
- Works well in a team, and fosters team spirit.
- Good at solving problems, thinking creatively, and self-motivated.
- Prompt and punctual.
- Can pass a background check.

DESIRABLE QUALIFICATIONS

We prefer candidates with these qualifications:

- College graduate with previous work experience
- Fluency in a language other than English, especially Spanish.
- Experience teaching bicycling safety or bicycle maintenance
- Experience speaking to the news media.
- Familiarity with the city of Philadelphia and its layout.

APPLICATIONS

Candidates should write a cover letter explaining why they consider themselves suited for the job, a resume of qualifications and relevant experience. We pay particular attention to cover letters. References will be requested as the hiring process moves forward.

Please fax, mail or email (preferred) applications to:

Breen Goodwin
Education Director
Bicycle Coalition of Greater Philadelphia
1500 Walnut Street, Suite 1107
Philadelphia, PA 19102
(f) 215.220.3004
ambassador@bicyclecoalition.org
www.bicyclecoalition.org

Preference will be given to applications received before 3/5/2010 at 5pm.

We thank all applicants; we will contact only those selected for interviews. Six Bicycle Ambassadors will be hired for the 2010 season. Please direct all questions to Breen Goodwin via email.

Bicycle Ambassadors program is supported by:



**university
city district**
www.ucityphila.org

