



## Job Description: Director of Communications & Strategic Engagement

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Reports To: Executive Director  
Status: Full-time, Exempt  
Salary: \$80,000–\$85,000 annually  
Location: Remote, with ability to travel to Marin County for meetings and collaboration

### About Marin County Bicycle Coalition (MCBC)

MCBC is a dynamic, mission-driven 501(c)(3) nonprofit working to make bicycling a safe, fun, and accessible option for everyone in Marin. Founded in 1998, we are a team of passionate advocates building a connected network of bikeways and growing a thriving culture of bicycling for everyday transportation and recreation. We strive to be effective, bold, inclusive, and collaborative—and we have fun doing it.

### Employee Benefits

We offer a supportive and flexible work environment and a strong benefits package that includes:

- 100% employer-paid health and dental insurance for full-time employees
- 403(b) retirement plan with employer match after 3 months
- Generous Paid Time Off (PTO), plus 13+ paid holidays, including a winter break
- Alternative transportation incentives, including up to \$300/year in bike expenses
- Work from home and cell phone stipends

### About the Role:

The Director of Communications & Strategic Engagement serves as the strategy partner for the Executive Director. The position supervises two staff members: a Part-Time Database Coordinator and a Full-Time Events and Engagement Manager. This position leads MCBC's efforts to grow our audience, elevate our voice, and align public-facing activities with our mission. This role oversees communications strategy, digital engagement, and public storytelling, while supervising team members responsible for events, volunteers, and CRM data systems.

While this is a strategic leadership role, it also involves hands-on execution of day-to-day tasks in a small nonprofit setting. The successful candidate will balance high-level planning with ownership of details—from drafting e-newsletters to jumping in at events to

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set up tents or take photos. You'll need to be equally comfortable developing a messaging strategy and using Canva or AI tools to create effective visual content.

### Key Responsibilities:

- Develop and implement a multi-channel communications strategy aligned with MCBC's goals
- Drive audience growth across digital platforms, events, and outreach channels.
- Serve as the primary steward of MCBC's voice and brand identity
- Lead content creation for newsletters, website, social media, and media relations
- Design basic collateral using AI-based tools (e.g., Adobe Firefly, ChatGPT, etc.)
- Pitch in on event logistics and other hands-on efforts when needed
- Supervise the Events and Engagement Manager and Database Coordinator
- Collaborate with the Individual Giving Director on messaging and sponsorship materials
- Ensure accurate data and campaign tracking is implemented by the Database Coordinator
- Track and report on audience engagement metrics and refine strategy accordingly
- Represent MCBC publicly and support the Executive Director in communications as needed
- Keep abreast of emerging technologies pertaining to digital marketing and constituent management, recommending and implementing new processes as appropriate.

### Qualifications:

- 5+ years of experience in communications, marketing, or engagement strategy
- Proven success growing audiences through digital content and campaigns
- Strong writing, messaging development, and brand stewardship skills
- Experience managing projects and mentoring cross-functional teams
- Comfort with hands-on content production and supporting small-team events
- Familiarity with emerging AI design tools; graphic design experience is a plus
- Ability to travel to Marin County multiple times per month for events and meetings

### To Apply:

Please submit your resume, cover letter, and work samples to [Jobs@marinbike.org](mailto:Jobs@marinbike.org).

Please put in the subject line: "Director of Communications." No phone calls, please.