



Job Description: Communications Manager

Reports To: Executive Director
Status: Full-time, Exempt
Salary: \$70-85,000 annually
Location: Remote (must be based in the Bay Area, CA)

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.

About the Position

MCBC is seeking a passionate marketer who loves biking and wants to be part of Marin's vibrant cycling community. The Communications Manager will be an excellent writer and project manager who can juggle multiple priorities while keeping our messaging clear, consistent, and engaging. This hands-on role blends strategy with execution, ensuring our communications grow MCBC's audience, membership, and advocacy power.

Responsibilities

- **Strategy & Planning:** Help staff plan communications for events, campaigns, and fundraising. Manage the organization-wide communications and marketing calendar ensuring that campaigns are paced appropriately and deadlines are met.
- **Email & Direct Communications:** Produce the monthly newsletter and create or assist staff with email campaigns for events, fundraising, and advocacy.
- **Branding & Voice Oversight:** Ensure MCBC's communications reflect a clear, consistent brand voice. Review and edit staff content to align with messaging guidelines, and provide guidance so all outreach feels unified and professional. Write stories about our work.
- **Events & Photography:** Take photos or short video at events and post updates, with help from staff or volunteers.
- **Social Media:** Create simple posts and graphics, share updates, and track engagement across MCBC's channels.

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- **Design & Collateral:** Create graphics in Canva and coordinate with outside designers or printers as needed.
- **Campaign Technology:** Ensure that links to giving and event registration populate to our CRM and other technology as appropriate.
- **Technology & Tools:** Stay abreast of technology necessary to run communications and marketing campaigns. Help maintain the website and troubleshoot small issues, with vendors available for bigger needs.

Qualifications

- Lives in or familiar with Marin County communities
- Regular cyclist, passionate about biking in any form
- 3+ years of experience in communications, marketing, nonprofit, or advocacy work
- Strong writing, editing, and storytelling skills
- A personal user of social media platforms
- Proficiency with social media and email marketing (e.g. Mailchimp and Hootsuite) and CRM systems (Salesforce a plus)
- Experience with WordPress
- Basic design skills (Canva or similar); photo/video skills (using AI) a plus
- Comfortable working at events, meetings, and outdoor settings
- Organized project manager who can juggle deadlines and priorities
- Collaborative, flexible, and mission-driven

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

To Apply:

Please submit your resume, cover letter, and work samples to Jobs@marinbike.org. Please put in the subject line: "Communications Manager" No phone calls, please.