



Job Description: Program Director, Education

Reports To: Executive Director
Status: Full-time, Exempt (.8 FTE)
Salary: \$40.00-\$45.00 hourly
Location: Marin County

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 seeks a **Program Director, Education** to lead organization-wide education and encouragement programs, including the nationally acclaimed Safe Routes to Schools (SR2S) program. A key leader in MCBC's vision to "spread the joy of bicycling," the Director oversees a team of eight part-time staff promoting safe, active and shared travel for K–12 schools.

Reporting to MCBC's Executive Director and serving the Transportation Authority of Marin's (TAM) SR2S program, the Director provides strategic leadership, staff management, school and partner engagement, communications oversight, evaluation leadership, and grant and contract management to ensure high-quality delivery of bicycle and pedestrian safety education and to grow participation in walking, biking, carpooling, and riding the bus to school.

This role advances Safe Routes to Schools' mission, aligns programs with organizational and equity priorities, and drives continuous improvement through data-informed decision-making. The Director manages the primary TAM government contract, including budget oversight, financial management, and compliance.

The ideal candidate is a collaborative, energetic leader passionate about improving Marin County students' health, safety, confidence, and independence through safe and joyful transportation choices. The Director works closely with approximately 60 diverse school communities, public agencies, and city officials, while establishing clear processes and accountability systems that support consistent, high-quality program delivery and a positive, mission-driven team culture.

Responsibilities

The Director leads high-impact programs that inspire Marin students and families to choose safe, active, and shared transportation every day.

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Program Leadership & Management

- Lead planning, development, and delivery of Safe Routes to Schools education and encouragement programs serving elementary, middle, and high schools.
- Supervise and develop eight part-time staff (five at 0.5–0.6 FTE and three at 0.1 FTE), including Volunteer Coordinators (one Spanish-speaking for bilingual schools), a Teen Coordinator, a Lead Instructor, and assistant instructors.
- Provide strong staff oversight and clear systems that enable the team to manage multiple priorities effectively.
- Manage program budgets, including the primary TAM government contract, and steward grant and organizational funds responsibly.
- Ensure programs meet organizational goals, contractual commitments, and equity priorities.
- Lead annual evaluation process, using participation data to strengthen impact and expand reach.
- Collaborate with consultants to the Transportation Authority of Marin (TAM) to support safe and healthy travel options for families.

School Engagement & Education

- Provide strategic direction for encouragement and education initiatives across approximately 60 Marin schools.
- Guide staff in creating and delivering SR2S encouragement events that make walking and biking to school visible, fun, and rewarding.
- Supervise volunteer recruitment and engagement, building and sustaining a strong network of parents and caregivers, students, and family liaisons to promote active and shared travel to and from schools.
- Provide oversight for the in-school pedestrian and bicycle education classes and the afterschool or weekend programs, including family biking and e-bike education.
- Oversee the development and delivery of engaging, inclusive, and developmentally appropriate pedestrian and bicycle safety curriculum.
- Ensure consistent communications across newsletters, social media, media outreach, and website content.

Partnerships, Evaluation & Grants

- Partner with school leaders, public agencies, and community organizations to improve safety and reduce traffic impacts at school sites.
- Coordinate with SR2S task forces to address school safety concerns and support recommended routes to school.
- Oversee student participation tracking, reporting, database management, and invoicing.
- Lead grant management and reporting to ensure full compliance, fiscal accountability, and timely, high-quality deliverables.

Qualifications

- Experience in program leadership, staff supervision and management, budget oversight, and government contract compliance
- Experience working with K–12 schools, public agencies, or community programs
- Strong organizational skills, attention to detail, and strategic planning abilities
- Excellent written and verbal communication skills, including public speaking and presentations
- Demonstrated ability to provide staff oversight, systems, and organizational tools that support effective management of multiple priorities and deadlines
- Adept with Google Workspace tools, including spreadsheets and presentation slides
- Commitment to equity and experience working with diverse communities
- Experience with Safe Routes to Schools or similar programs preferred
- Grant management and communications experience preferred
- Bachelor's degree or equivalent experience
- Passion for improving youth access to safe, healthy transportation options
- Lives in Marin County and is familiar with local communities (preferred)
- Occasional early morning, evening, and weekend work required



Employee Benefits

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

- 100% employer-paid health and dental insurance
- 403(b) retirement plan with employer match after 3 months
- Generous Paid Time Off (PTO), plus 13+ paid holidays, including winter break
- Alternative transportation incentives, including up to \$300/year in bike expenses
- Work-from-home and cell phone stipends
- An 80% schedule with ample time off when schools are on break

To Apply

Please submit your resume and cover letter to Jobs@marinbike.org with the subject line: “**Education Director – [Your Full Name]**” No phone calls, please.

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