Boulder B-cycle Sponsorship & Development Manager

Submission Deadline: Monday, May 7th, 2012

Boulder B-cycle is our community's bike-share program. As a nonprofit, we depend on revenues generated through membership, system usage, and sponsorship to keep our system running strong—and we're looking for someone to help bolster and grow our sponsorship and development initiatives. This individual will be a collaborative, enthusiastic, hard-working team member with a devotion to detail and excellent follow-through. S/he will also have a passion for bike sharing, a deep appreciation for all of its health, wellness, environmental and community benefits, and the ability to convey the magic of Boulder B-cycle to sponsors and partners.

Necessary Qualifications:

- Bachelor's degree
- Three to five years of demonstrated success with sponsorship, development, marketing, sales, or a combination of these
- Project-management and task-execution skills, including goal-oriented approach to workplans, development/sponsorship targets, and progress reports
- Strong motivation to succeed, self-starter, ability to work independently as well as collaboratively and to manage interns and contractors, as needed
- Excellent organizational and time-management skills
- Outstanding written and verbal communication skills
- Proficiency in Microsoft Word, Excel, PowerPoint (or other presentation software) and Google for Business
- Affinity for social media; facility with Twitter/Facebook
- Graphic-design skills a plus

Compensation: $28,000 to $32,000. Benefits available after a three-month probation period. This is a full-time position located in our downtown Boulder office.

• • •

Because Boulder is a unique community, Boulder B-cycle must utilize innovative and creative approaches to fundraising, partnership building, and engaging our donor and sponsor community. With that in mind, and the support of the whole Boulder B-cycle team, the Sponsorship & Development Manager will take the lead on the following specific tasks:

Sponsorship

New Sponsors: Expand our community of supporters

- Identify and engage new/potential sponsors and partners
- Prepare materials and pitch these individuals yourself or together with the Executive Director and/or Boulder B-cycle board members
- Follow up promptly and professionally…and help seal the deal
- Maintain organized, detailed sponsor-prospect spreadsheets

Existing Sponsors: Manage sponsor expectations, keep sponsors informed, and cultivate Boulder B-cycle sponsor relationships

- Create sponsor-specific outreach/updates
- Design and implement sponsor promotions
- Help plan sponsor-focused events
- Maintain organized, detailed existing-sponsor spreadsheets
- Lead sponsorship-fulfillment process (decal design, printing, and installation)

Corporate Members: Manage relationships with Boulder B-cycle's corporate, group, and neighborhood membership program participants (most of which are also sponsors)

- Identify and engage new/potential corporate members
- Design custom corporate membership packages for new/potential participants
- Help plan membership-promotion events for corporate members

This work will be done in partnership with the Operations Manager and Outreach & Events Coordinator

Development

Grants and Foundations: Manage current and potential relationships with foundation/philanthropic funding sources

- Research potential grants and opportunities for foundation giving
- Maintain grant/foundation database
- Draft letters of interest and grant applications

Individual Donors: Help evaluate and reinvent Boulder B-cycle's individual donor program

- Work to better engage individuals and solicit personal contributions
- Help plan events to reach individual donors and potential members

The Sponsorship and Development Manager will work closely with other Boulder B-cycle team members—with particular focus on the following collaborative tasks:

The Sponsorship and Development Manager will work closely with the Executive Director to create and implement a multi-year Sponsorship and Development plan aimed at financial sustainability for Boulder B-cycle.

This individual will work with Boulder B-cycle's Station Planner to help build partnerships and coalitions in target neighborhoods/commercial areas/business parks where Boulder B-cycle would like to place a station—or in areas where an existing station is not getting adequate sponsorship support.

The Sponsorship and Development Manager will also work with Outreach & Events Coordinator to be sure Boulder B-cycle's social media, blog posts and other community outreach appropriately highlight our sponsors, donors and partners.

Boulder B-cycle is a small organization, and all of our staff members wear a lot of hats. The idea candidate for this position would enthusiastically help with events (sometimes on evenings and weekends) and be a flexible, collaborative team player.

If you fit the bill, please send ONE pdf that combines your letter of interest, resume, and three current references to jobs@boulderbcycle.com with **Sponsorship and Development Manager** as the subject line. *No phone calls, please.*