

**Working Bikes (WB)
Position Description
Social Media Manager**

Working Bikes is a 501(c)(3) nonprofit organization that gives donated bicycles new life by redistributing them as tools of empowerment in local and global communities. Countless bicycles are discarded or sit unused in storage across the United States every year. But a bicycle is a vital tool when put to use. Bicycles can provide access to jobs, education, medical attention, and other resources—truly changing the life of an individual, their family, and their community. Since its founding in 1999, Working Bikes has recovered tens of thousands of discarded and donated bicycles from Chicago and the Midwest, and has redistributed more than 100,000 of them worldwide. Twenty-two years into its efforts, Working Bikes is more impactful than ever and excited to continue to grow its impact.

Global Impact: Working Bikes ships thousands of bicycles each year to our partners in countries throughout Latin America and Africa, including El Salvador, Guatemala, Panama, Nicaragua, Uganda, Lesotho, Sierra Leone, South Africa, and Ghana.

Local Impact: Working Bikes has two programs to donate bikes to individuals and partner organizations in Chicago. The Cycle of Power program provides bikes, locks, and helmets to adults in need of sustainable transportation. The Cycle of Peace program provides bikes to youth. Organizations of all sizes partner with Working Bikes to offer their clients access to bicycles, including organizations addressing homeless transition, refugee resettlement, veteran support, community health, youth empowerment, and government institutions.

Overall Description:

The Working Bikes Social Media Manager (WBSMM) is responsible for maintaining Working Bikes’ online presence through its social media channels, including but not limited to, Facebook, Instagram, and Tik Tok. The WBSMM is expected to stay up to date on Working Bikes activities by interacting with other staff, volunteers, and board members, to generate content relevant to Working Bikes mission and goals, as expressed in its Strategic Plan. The role of SMM is a part time, hourly position, with approximately 20 hours per week of work expected.

Responsibilities

% Time Spent	Brief description of key tasks and accountabilities below
75%	Social media content creation and production
25%	Other duties as assigned

Social Media Management

- Manage the social media channels (FB, Twitter, Instagram, TikTok, etc) by tailoring content to fit each medium.

- Find ways to reach new volunteers and supporters via social media outreach and educate them on our missions abroad and domestically
- Create fun and engaging content to grow our support base
- Find and engage potential new partners via social media channels and look for opportunities to work together for mutual benefit
- Solicit content from other Working Bikes Staff and Volunteers

Qualifications:

WBSMM must be motivated by the mission of WB and understand the role which building relationships with supporters of all stripes, including volunteers, bicycle donors, community partners, collection partners, staff members, and international partners, plays in the operations of Working Bikes. The WBSMM should have a strong ability to collaborate with teams of staff and volunteers to set goals, and a work ethic that allows for working independently to meet goals.

- A knowledge of all types of bikes, parts and bicycle related goods relevant to WB
- Aptitude for creative storytelling
- Ability to work in a team and communicate effectively with other staff, donation sites, and Working Bikes volunteers
- Understanding of the organization's overall needs, upcoming opportunities, and capacity for bicycle collection and redistribution
- Computer proficiency for use of Canva software and Microsoft Suite
- Spanish speaking preferred

This position is an FLSA non-exempt, non-managerial position in Working Bikes. The Social Media Manager reports to the Executive Director and works closely with the Communications Committee.

COMPENSATION

This is a part time, 20 hour per week position, with pay starting at \$19/hr depending on experience. Working Bikes offers paid sick time accruing at 1 hour per 40 hours worked.

The above job description is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.