

JOB OPENING

Communications Manager (BICI)

Global Designing Cities Initiative

Job Title: Communications Manager (BICI)

Start Date: Q2 2024

Salary: Compensation is based on the country of hire and within range of the local nonprofit/NGO industry

Location: Applicants from all locations will be considered, but preference is given to those in the African, European, or Middle Eastern time zones. The role is fully remote, working from home.

Global Designing Cities Initiative (GDCI) is seeking a **Communications Manager** to join its mission to transform streets around the world. Founded by transportation pioneer Janette Sadik-Khan, GDCI is one of the world's most influential, inspiring, and fastest-growing organizations that redesigns city streets from dangerous and congested corridors into safe, attractive, and inviting new places for people of any age to walk, cycle and take public transportation. Reporting to GDCI's Communications Lead, this role will be responsible for refining and executing a communication plan for the global-leading [Bloomberg Initiative for Cycling Infrastructure \(BICI\)](#), a multi-year, grant-funded program to bring the next generation of innovative cycle lanes to 10 cities on five continents. The successful candidate will help tell the story of urban transformation to grow the local, national, and global profile of BICI projects through writing, events, press, and social media platforms.

Who we are

GDCI was launched in 2014, with the mission of transforming streets around the world. We inspire leaders, inform practitioners, and invite communities to reimagine what's possible and design streets that put people first. We are a team of designers, planners, and urban strategists committed to cities that are safe, healthy, accessible, and equitable for everyone. The strategies in our *Global Street Design Guide* are the foundation of our work, and they have been adopted and applied in more than 100 cities across the globe, helping to update outdated, car-focused street design policies, build local capacity to deliver transformative projects, as well as to evaluate and increase the scale of their impact.

What you'll do

The Communications Manager will lead and manage external communications for BICI, helping to produce and promote stories and media coverage on innovative cycling infrastructure,

cycling, and advancements in active mobility. The Communications Manager will lead, manage, and direct multiple communication projects under the supervision of the Communications Lead, with dotted-line oversight from the BICI Design and Program Leads. Started in 2022, BICI will run through 2026, with the aim to extend it for a second phase.

The role will work closely with the BICI staff in cities around the world, with the Communications Lead, local BICI city partners, and media networks to amplify BICI's work regionally and globally. This person will work closely with Bloomberg Philanthropies' and GDCI's leadership and report on communication opportunities, metrics, and milestones.

The primary activities of the BICI Communications Manager will:

BICI Communications Oversight and Expectations

- Deliver an effective BICI communications plan, updating as necessary and course correcting as needed, working across a fully remote team.
- Be responsible for time management, project tracking, setting priorities, meeting deadlines, and maintaining GDCI and BICI branding.
- Contract and project manage communications consultants such as photographers, videographers, translators, and event coordinators, working in conjunction with GDCI program managers, and BICI communications teams, within available budgets and resources.
- Liaise with BICI city partners, program managers, or consultants to produce relevant content such as videos, blog posts, newsletters, and other content to use on GDCI's website and social media.
- Demonstrate sensitivity to regional nuances and a growing knowledge of unique local considerations within each global context.
- Create and source BICI promotional content and engage a diverse audience.
- Track and help steer GDCI's outreach and engagement impact.
- Collaborate with suggestions and solutions for BICI brand identity, ensuring program staff and BICI city partners follow style guidelines and align with communication practices. Keep communications guidelines updated.

Earned Media, Press, and Events

- Strategize and implement plans to develop and grow BICI's presence in earned media, potentially working with PR and media monitoring agencies. Manage global media monitoring for all news articles, reports, and publications mentioning BICI or topics immediately relevant to its mission, and/or oversee an agency to monitor media, analyze media trends, and use the data to feed into a media strategy.

- Draft and edit press releases. Work with an agency or pitch to relevant press contacts and media outlets with a focus on visibility, growth, and relevance to local, regional and global contexts. Keep the press contact list updated with relevant international, national, and BICI city-based media outlets and reporters.
- Support with drafting speeches and presentations, and coordinate interviews, draft talking points and brief and coach staff. Occasionally act as spokesperson for BICI at events or in media interviews.
- May oversee the coordination and preparation of BICI-sponsored events, including working with event coordinators, funders, GDCI staff, and other consultants. This may include external events where BICI staff will present, be on a panel, staff a booth, or actively participate in side events or other networking opportunities.

People Management and Leadership

- With support from the Communications and BICI leads, lead monthly communications calls with the funder. Meet and document BICI success metrics and milestones.
- Foster ongoing relationships with internal and external stakeholders across diverse global contexts, for example, partner organizations, local press, international staff, or industry leaders in active mobility, cycling, urban design, public health, environmental sustainability, etc.
- Advise GDCI and BICI leadership on achieving strategic communications goals, sometimes within complex and changing situations, and collaborate with BICI program managers, BICI city partners, and funder to meet these goals.
- Effectively support PMs to manage the communications deliverables of the BICI work plan and assist communications staff or consultants working on BICI or related projects. Aid in mentoring, coaching, supporting, and assessing the skill development of more junior staff.
- Continue to learn and grow knowledge of GDCI, BICI, and mission-related topics such as cycling, cycling infrastructure, active mobility, and the benefits of cycling, ensuring alignment with communication industry best practices.

Other tasks and responsibilities as needed.

Who you are

GDCI is looking for a highly collaborative individual with proven experience in strategic communications, writing for an audience, placing stories in major international newspapers, and managing projects, people, and budgets. A successful candidate will have proven experience in the cycling industry, sustainable mobility, urban design, built environment, public health, or urban innovation.

Candidates should have experience using tools such as Asana, Trello, and Slack, creating content using platforms such as Canva, Sprout, Mailchimp, or other social media management platforms, and working with websites developed through WordPress or similar.

You must be willing to accommodate the schedule of a globally based team; as such, there may be some instances of required phone calls/meetings that are outside of normal work hours. This role may travel one to five times a year, either nationally or internationally.

To be successful in this job, you will excel in four areas:

- **Organized and detail-oriented:** You can manage multiple projects with competing timelines while staying organized and meeting deadlines. You effectively communicate with teammates to clarify project scope and provide timely updates on progress. You ensure all final deliverables accurately represent GDCI and BICI and are properly reviewed and approved by relevant senior staff and partners.
- **Team player who is confident reaching out to different stakeholders to deliver on their role:** You are comfortable working with a range of stakeholders (including city partners, funders, contractors, press, executive teams, staff, etc.) and taking the initiative to ensure you hit deadlines. You hold yourself and your colleagues accountable for quality project deliverables and strive for impact.
- **Excellent verbal and written communication skills:** You can comfortably communicate with a range of stakeholders, including city officials, funders, contractors, or staff, on the benefits of design, sustainable mobility, public transit systems, transportation, city-wide mobility policies, urban planning, and urban design as they relate and intersect with cycling, cycling infrastructure, and active mobility. You are proficient in English, both written and verbal. Knowledge of other international languages and contexts is a plus. You are empathetic, respectful, and considerate in your interactions with your colleagues and peers.
- **Self-motivated and able to work both independently and collaboratively:** You can work independently and make appropriate, timely decisions as needed to keep BICI relevant and visible. You also know when to collaborate and are nimble and flexible in your approach.
- **You are proactive and take initiative:** You proactively seek opportunities to improve BICI's visibility and mission's reach. You take the initiative to engage with these opportunities and suggest appropriate action/next steps. You can also course-correct as needed and continuously improve and seize opportunities to maximize BICI's impact.

Baseline Experience

At GDCI, we do not have minimum requirements for education or relevant professional experience. We encourage all candidates with relevant and differing experiences and professional backgrounds to apply.

Generally, we expect that qualified candidates will have the following baseline experience for a Manager:

- Six years of relevant professional experience; OR
- Four years of relevant professional experience with an undergraduate degree; OR
- Two years of relevant professional experience with a master's degree

Candidates with experience managing PR and media for international nonprofit organizations or those with external communications management or journalism experience will be given preference.

How to Apply

- **Deadline for applications:** Applications accepted on a rolling basis—please don't delay! Final deadline is Monday, May 6, 2024.
- **Submit applications:** Through GDCI's [application portal](#). If you need support, please contact careers@gdci.global.
- **Attachments:** Include a cover letter and resume (CV) detailing relevant work experience. Additional attachments such as a portfolio demonstrating writing examples and experience in earned media or PR, particularly in the areas relevant to BICI, are encouraged.
- **Benefits:** GDCI offers a competitive compensation and benefits package, including health coverage, retirement benefits, paid sick leave, vacation, and holidays. Salary is based on local markets within the nonprofit/NGO industry and commensurate with experience and skills.

GDCI is a fiscally sponsored project of Rockefeller Philanthropy Advisors (RPA). We are committed to workplace diversity and inclusion. We are equal opportunity employers and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law. We offer competitive salaries, excellent benefits, and a passionate working environment. Salary is based on a nonprofit scale and commensurate with experience.