

Job Title: Bluebikes Brand Ambassador

Employment Status: Part-Time, Non-Exempt, Seasonal

Compensation: Hourly, \$18.00

Needed: 3 positions

About Bluebikes

Bluebikes is Metro Boston's public bike share system in Boston, Cambridge, Brookline, Somerville, and Everett. The system is owned by the 5 municipalities (cities) and is operated by Lyft as of November 2018.

If you share our vision for transportation that empowers local communities, reduces our environmental footprint and brings people together, we'd love to meet you!

About the Job

We are looking for talented, outgoing, and high-energy advocates for biking and/or social equity to spearhead on-the-ground marketing efforts in Bluebikes territory. As a Bluebikes Brand Ambassador, you will represent the Bluebikes brand, promote Bluebikes and Bluebikes Income Eligible memberships, register new members, and educate Metro Boston residents and visitors about the power of bike share. A large focus will be on promoting our Income Eligible Program, a discount program for residents on assistance programs in target neighborhoods. An ideal candidate is passionate about engaging with the communities they live in to educate and share the power of bike share.

This is predominantly a seasonal position, offering up to 5-15 hours per week with daytime, weekend, and occasional evening events. The Outreach season runs from mid-April through October. This position is ideal for someone with a flexible schedule during the week and weekends, but can be fulfilled by someone with flexibility during either weekdays or weekends.

Key Aspects of Position:

- Represent the Bluebikes brand at assigned events and locations which could include Bluebikes stations, community events/ meetings, organized rides, and other special events in Boston.
- Participate as a member of the Bluebikes Ambassador Team in making events successful by effectively disseminating information, encouraging registration, managing registration and facilitating an enjoyable and productive event experience for all participants.
- Elevate Bluebikes as a valuable and prominent presence within target communities.
- Assist community members with enrollment in the Income Eligible program on a mobile in-person basis.
- Ability to write detailed notes describing the event and feedback from residents and potential customers/ Manage databases and spreadsheets required for events.
- Demonstrate Bluebikes bike features, check-in/out procedures for bikes, app and kiosk sign-ups to potential customers.
- Collect stories of riders you meet in the community. Potential to generate content for Bluebikes social media channels.
- Willingness and ability to work off-hours and/or weekends.
- Other duties as assigned.

Required Skills and Experience:

- 18 years of age or older
- Must live in Metro-Boston

- Comfortable in a fast-paced environment, bending, stooping, standing long hours, and lifting up to 50 pounds
- Can communicate effectively with people of all ages, abilities, cultural groups, economic statuses, sexual orientations, and disabilities
- Comfortable speaking with strangers and in public- particularly with individuals unhappy with service while remaining pleasant and polite
- Outgoing and energetic
- Ability and comfort in riding a Bluebikes bike
- Prompt and punctual
- Ability to take direction and to learn basic facts about the Bluebikes system
- Self-starter, able to work effectively and reliably with minimal supervision
- Experience tabling or in-person outreach a plus
- Preference given to bilingual speakers, especially Spanish speakers

Note: The above description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. All personnel may be required to perform duties outside of their normal responsibilities due to the nature of work performed to accomplish Bluebike's Mission.

Compensation

- \$18/hour

Additional Benefits

- Annual Bluebikes membership
- Bluebikes uniform

Job Type & Timing:

- Part time, non-exempt, seasonal
- 5-15 hours a week
- April 2020 - October 2020

How-to Apply: Send your resume, CV to marketing@bluebikes.com. Please include your availability within your cover letter.

*This role is contracted through Randstad North America, Inc. Bluebikes Brand Ambassadors are not employees of Lyft Bikes & Scooters.

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