



VERMONT MOUNTAIN BIKE ASSOC.  
SINCE  1997

Program and Events Coordinator  
Part-Time with Benefits  
Reports to: Executive Director

**Date Posted: 4/28/2021**

**Summary of Position**

The Events & Programs Coordinator will take a leading role in two important aspects of VMBA's operations: 1) support at priority in-person and virtual events and 2) maintenance and growth of partner-facing Programs. This role establishes an essential VMBA presence throughout our state and region, supporting Chapter and partner events and providing an initial point of contact while promoting awareness of and membership in VMBA. In a complementary function, the Events & Programs Coordinator will be charged with establishing and strengthening relationships within Vermont's outdoor-minded business community, including but not limited to resorts, restaurants, hotels, bike shops, and other retailers. The role will focus on developing these relationships through VMBA's existing Programs, as well as developing and piloting new Programs as they are conceived. Applicants will ideally have existing strong connections with Vermont trail systems and local riding communities.

**Duties and Responsibilities**

1. Events (*primarily late spring - early fall*)
  - 1.1. Work with Chapters and partners to maintain awareness of all major events
  - 1.2. Monitor and curate the events page of the VMBA website
  - 1.3. Work with VMBA leadership to identify priority events
  - 1.4. Attend Chapter kickoff parties
  - 1.5. Attend all major in-state mountain biking and outdoor-related events to drive membership, raffle sales, and awareness of VMBA
  - 1.6. Attend a select (2-3) number of major out-of-state mountain biking events
  - 1.7. Coordinate the attendance of VMBA ambassadors at key events
  - 1.8. Keep an event-specific log of all revenue and expenses
  - 1.9. Work closely with the Operations Manager to process revenue and expenses
  - 1.10. Maintain the events "to-go bin" with proper materials including membership, signage, and booth materials

- 1.11. Maintain strong relationships with vendors, partners, and event hosts and secure sponsorship materials to distribute at events
  - 1.12. Coordinate and support the annual Chapter Trail Building clinic
  - 1.13. Coordinate Chapter education in support of VMBA presence at association events
2. Member Benefits Program (*primarily late fall - winter*)
    - 2.1. Reach out to existing Member Benefits Program participants each year to gather feedback and attempt to re-enroll them in the Program for the following season
    - 2.2. Engage businesses who are not currently participating with offerings relevant to VMBA Members, explain the program, and ask for their support
    - 2.3. Secure special offers and promotional deals for VMBA members from participating businesses
    - 2.4. Track efforts and update a database of participating businesses
    - 2.5. Connect with, thank, and reward participating businesses throughout the year *prior to asking them to renew their participation*, to gain insight on how their benefit redemption process is going and to continue to build the relationship
    - 2.6. Support VMBA staff in promoting Member Benefit businesses on social media and online (provide posts, images, and member feedback)
    - 2.7. Connect participating businesses with local Chapters as appropriate (ie, for trailside events)
    - 2.8. Distribute a Welcome Packet to all vendors that include Member Benefit redemption instructions and their Partner sticker to proudly display
3. DH in VT Program (*primarily spring - summer*)
    - 3.1. Establish and strengthen relationships with Vermont's downhill MTB resorts by creating added value through partnership with VMBA, including how to best amplify their messaging and tell their story within the VMBA community
    - 3.2. Secure participation from resorts in VMBA's DH in VT Program
    - 3.3. Work with Operations Manager on accounts payable for resorts
    - 3.4. Work directly with participating resorts to fulfill Program participation, including development of blog/newsletter content and social media posts
    - 3.5. Secure calendar of events from participating resorts, work with VMBA leadership to identify priority events, and attend priority events
    - 3.6. Attend priority events to both increase their visibility in the membership community and encourage onsite membership enrollment
4. Retailers Alliance (*primarily late fall - early spring*)
    - 4.1. Establish and strengthen relationships with Vermont Bike Shops
    - 4.2. Enroll shops annually in the Program, conditions of which may vary year-to-year
    - 4.3. Secure Shop participation in the Member Benefits platform each year
    - 4.4. Equip bike shops with tools/materials that help them understand and communicate the benefits of supporting VMBA
    - 4.5. Distribute posters, brochures, and stickers so bike shops can show off their support for trails
    - 4.6. Work with shops to create social media posts for VMBA accounts
    - 4.7. Consistently encourage VMBA members to buy from local, independently-owned bike shops

- 4.8. Work with the Bike Shops to ensure their complimentary Plan Your Ride listing is accurate
5. Reward Volunteers (*primarily late spring - early fall*)
  - 5.1. Work with sponsors to secure volunteer prizes (monthly and annual)
  - 5.2. Work with VMBA staff to promote the Program through newsletters and social media
  - 5.3. Encourage Chapters to submit their volunteer hours
  - 5.4. Continue VMBA's efforts to incentivize volunteers to submit their hours
  - 5.5. Pull volunteer reports, select and announce winners
  - 5.6. Distribute prizes
  - 5.7. Help plan and implement the annual end-of-season Member Party that announces the major Reward Volunteers prize
6. Plan your Ride Platform (*primarily late winter - early spring*)
  - 6.1. Gather feedback from participants on Program (what's working, what's not)
  - 6.2. Engage Chapters to collaboratively approach local businesses, in which case lion's share of sponsorship income goes to Chapter
  - 6.3. Engage and enroll Program participants state-wide
  - 6.4. Manage enrollment and communicate updates with Operations Manager
7. Office Admin
  - 7.1. Participate in weekly staff meetings
  - 7.2. Complete quarterly goal sheets
  - 7.3. Support good documentation organization and management
  - 7.4. Collaborate with office staff with other functions on messaging, print materials, and marketing

### **Minimum Qualifications**

1. Two years relevant work experience
2. Three professional references
3. Reliable transportation & drivers license
4. Willingness to submit a certified driving record copy (*fee to be reimbursed by VMBA*)

### **Desired Skills & Abilities**

1. Excellent interpersonal skills and an ability to connect with a diverse array of audiences, including riders of all ages and abilities, sponsors, and partners
2. Experience and desire to be in and around outdoor events, ranging from small group rides to large festivals, throughout the riding season (April - October) and state of Vermont
3. Able to clearly articulate VMBA's mission and values
4. Flexible & dependable
5. Prior experience working with sponsorship programs
6. Ability to build relationships with community members from different backgrounds
7. Strong time management and organizational skills
8. Capacity to independently manage multiple projects simultaneously
9. Ability to commute to the VMBA office in Waterbury (1-2 times per week)
10. Ability to transport, physically set up and take down event equipment (pop-up tent, tables, and associated gear)

11. Sense of humor and desire to work in a fun team environment
12. Passion for making Vermont the best place in the country to MTB!

**Benefits Include**

1. Mileage reimbursement
2. Vacation time and sick leave
3. Part-time (25 hours per week) with possibility to move to Full-Time in the future
4. Salaried position
5. Retirement Match
6. Healthcare Stipend
7. Flexibility to work remotely

**Additional Information**

At VMBA, our pledge is to develop vibrant communities emboldened by outdoor recreation and natural environments connected to all. Our primary goal is to build an inviting and inclusive mountain bike community that any individual can be a part of. We are proud to be an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sexual orientation, gender identity, national origin, veteran or disability status. We are committed to building a team that represents a variety of backgrounds and skills to continue our work of [listening and learning](#), which is why we invite anyone to apply.

**How to Apply:**

Qualified candidates are asked to please submit a cover letter, resume and three references to [jobs@vmba.org](mailto:jobs@vmba.org). Please use, "VMBA Programs & Events Application" in the subject line. The Hiring Committee will begin reviewing applications immediately. The job posting will close on May 16, 2021 at 11:59pm.