



## Director of Communication Job Description

The Bicycle Federation of Wisconsin (Bike Fed) is now accepting resumes for a Director of Communication. This career-building opportunity offers the ideal candidate a chance to lead external communications and mobilize bicycle support throughout the state.

The Director of Communication responsibilities include:

- Direct production and create copy for Bike Fed marketing including: newsletters, annual report, [www.bfw.org](http://www.bfw.org), brochures, etc.
- Build the Bike Fed's brand identity and ensure the organization's brand is being communicated consistently
- Achieve Bike Fed Communication Plan goals and objectives
- Work with the media and build media relationships
- Coordinate Bike Fed events
- Build the Bike Fed's online social networking opportunities
- Sell Ads and direct the production for the Bike Fed's Ride Guide publication

The position is 40 hours/week and can be based out of the Bike Fed's Madison or Milwaukee office. **Benefits include** health, dental, and vacation time plus an excellent work space in either downtown Madison or downtown Milwaukee.

The ideal candidate **has excellent writing skills**, strong interpersonal communication skills and is a goal-oriented, team player who is passionate about improving Wisconsin bike opportunities. Candidates' should also have a 4-year degree, 5+ years experience in communication, marketing, or public relations. Experience in graphic design and/or online social marketing systems is a plus.

**Submit a cover letter and resume by 5pm Monday, February 22 to:**

Amanda White, Director of the Madison Office

Bicycle Federation of Wisconsin

[amanda.white@bfw.org](mailto:amanda.white@bfw.org)

PO Box 1224, Madison, WI 53701-1224

**The Bicycle Federation of Wisconsin (Bike Fed) is a statewide bicycle advocacy organization** representing over 3,500 members across Wisconsin. Members of the Bike Fed receive safety education, vibrant events to encourage biking, updates on opportunities to voice bike support, and helpful tools to make biking fun and convenient. For more information on the Bike Fed visit [www.bfw.org](http://www.bfw.org).