**Bicycle Nova Scotia Director of Bicycle Culture & Blue Route Implementation**

**Job Opportunity**

**Posted September 15, 2013**

Bicycle Nova Scotia is the provincial organization of cyclists in Nova Scotia. We are commuters, mountain bikers, racers, recreational riders and elite athletes, who work together to grow cycling in Nova Scotia. Our different sectors develop young athletes, collaborate with government and other organizations to make cycling safe and accessible province-wide, develop sustainable mountain bike trails and serve as the governing body for all cycling competition in the province. This project will be supervised by the Road Education and Bikeways Advocacy (REBA) committee of BNS, whose goal is to increase cycling in the province, particularly commuting and to advocate for implementation of a province wide network of branded bikeways called the "Blue Route".

**Responsibilities:**

* Coordinate, with BNS board rep, the REBA committee and build BNS organizational membership.
* Work collaboratively with organizations in Nova Scotia currently engaged in Active Transportation (AT) initiatives.
* Act as BNS point person in all AT and cycling related initiatives that include the Blue Route (esp. those funded by NS Moves).
* Advise on infrastructure recommendations regarding bikeways implementation.
* Act as BNS seat on provincial advisory committees and boards where applicable.
* Build on the existing momentum for cycling in Nova Scotia by engaging strategically with communities and key individuals.
* Organize events and workshops related to increasing cycling, particularly for women and youth.
* Communicate BNS and Blue Route initiatives through newsletters, social media and print media.
* See also project deliverables for overview, listed at end of this job description.

**Essential Skills:**

* Knowledge and appreciation of cycling.
* Understanding of active transportation planning and infrastructure.
* Ability to contribute to and influence policy decisions and plan implementation.
* Experience in a non-profit organization.
* Self-motivated, and ability to work independently but also able to ask questions.
* Ability to organize and coordinate events.
* Excellent writing and communication skills.
* Networking or professional and community network development

Position is for one year, with potential for extension. Salary is commensurate with experience and will range from $45,000.00 – $49,000.00 / year depending on experience. Benefits to be discussed with successful applicant.

Please submit all applications by September 29th, 2013.

Applications should have the file naming format as follows. LastName\_FirstName\_BNS Application\_2013. Applicants should be available for NS Bicycle Summit, October 4-6th.

**Appendix 1: Project Deliverables**

The Director of Bicycle Culture and Blue Route Implementation will be responsible for implementing the following deliverables:

**Information Distribution and Communication:**

* Collaborate with other organizations working on AT (Ecology Action Centre, Heart and Stroke Foundation, Cities and Environment Unit, Halifax Cycling Coalition and others) as well as through structures such as the Union of Nova Scotia Municipalities AT committee to ensure that cycling is included in all AT initiatives.
* Provide resources to communities to assist with Blue Route development projects, funding, standards and promotion.
* Work with bicycle related businesses to engage them on policy development and strategic planning.

**Education**

* Co-promote AT 101 with the Ecology Action Centre.
* Continue to offer CAN BIKE courses and support with CAN BIKE instructors
* Build knowledge of BNS throughout Nova Scotia, grow organizational and general membership.

**Policy and Research**

* Develop and advocate for a strategic plan for bicycling in NS that will enable a cycling culture and increase cycling as part of the modal share of transportation in Nova Scotia.
* Identify biking participation patterns, trends and barriers through targeted public surveys.

**Promotion:**

* Promote bicycle infrastructure in transportation planning and infrastructure projects.
* Promote inclusion of cycling enabling policy and practice across NS government departments.
* Promote adoption of “Blue Route” as an overarching AT network.

**Events:**

* Co-host and provide support for the Annual Nova Scotia Bicycle Summit.
* Organize targeted cycling events for women and youth.
* Promotion at provincial and local level through Bike Week events.
* Develop awards programs for bikeable communities or workplaces.