



## **Ride2Work Program Manager Position Description as at 30 June 2021**

### **1. Why Bicycle Network exists**

We believe that physical activity is vital for a happy and healthy life so we make it easier for everyone to ride a bike everyday.

### **2. Prime objective of the Ride2Work Program Manager**

Your primary responsibilities are to target and increase the number of people who ride to work (including the underrepresented cohort of women and girls) and to coordinate National Ride2Work Day.

### **3. Where the Ride2Work program officer fits in**

The Ride2Work Program Manager:

- is a member the Behaviour Change Team
- has no direct reports
- reports to the General Manager, Behaviour Change
- works closely with the Public Affairs Advisors, Event Managers, and Marketing Manager.
- is located at the Melbourne Office

### **4. Responsibilities of the Ride2Work Program Manager**

The key areas of responsibility of this position are:

- taking the lead on delivery of the 'return to work' campaign
- acting as the key point of contact for Ride2Work enquiries
- implementing Behaviour Change initiatives to encourage people (with a strong focus on women) to ride to work
- taking the lead on delivery of National Ride2Work Day
- anything else that comes up (hey we're an adaptable organisation that helps each other, so we can't be constrained by what's on this piece of paper).



## **5. What success looks like**

Your success will be measured by:

- the successful delivery of National Ride2Work Day
- the number of people registered for National Ride2Work Day
- the increase in women riding to work (within the campaign)
- the increase in confidence of those new to riding to work
- how well you live and breathe the Bicycle Network values and behaviours.

## **6. The key ingredients**

Here's some things you'll need to have or develop to succeed in this role:

- Role modelling Bicycle Network's values and behaviours
- Striving to understand the needs and motivations of people riding bikes
- Finding and seizing opportunities
- Developing excellent relationships with businesses, suppliers, team members and riders
- Managing resources efficiently
- Inspiring others with your leadership.