



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.