

Digital Communications Associate

Title: Digital Communications Associate
Location: Philadelphia, PA
Type: Part-time, 20 hours per week
Reports to: Marketing & Communications Coordinator

Philadelphia's bike share program, Indego, launched in 2015 and has grown to 145 stations and 1500 bikes (electric and classic). Indego is nationally recognized as one of the most equitable bike share programs in the country and commonly serves as the "living laboratory" for Better Bike Share Partnership equity initiatives. Bike Transit manages and operates the program in close coordination with the City of Philadelphia's Office of Transportation, Infrastructure and Sustainability (oTIS). In the coming years, the Indego system is set to more than double in scale.

The Digital Communications Associate is responsible for the development and execution of aspects of the Marketing Annual Brand Plan, with a focus on social media, website, and email. This position will use the Indego voice to ensure that all Philadelphians understand that Indego is an accessible, healthy, and affordable transit option. The Digital Communications Associate must be passionate about diversity, equity, inclusion, social justice, and recognize the potential that bike share offers to improve the lives of all community members. This role will assist in creating, scheduling, and managing all brand social accounts and email newsletter content for Indego.

The Digital Communications Associate will report to the Communications Coordinator and work closely with the Indego Marketing Manager and the Community Outreach Coordinator.

Bilingual Candidates are strongly encouraged to apply.

Essential Duties and Responsibilities:

Content Development:

- Create, schedule, post, and manage all Indego Bike Share social media accounts, including paid and organic content.
- Assist in development of Indego monthly newsletter.
- Update Indego website pages as needed.
- Support the development of communication toolkits for promotional campaigns or Indego service updates.
- Ensure system updates and service announcements are sent to users via email, push notification and social posts.
- Create content based around the current marketing strategy, programs, promotions and events schedule.
- Manage and correspond with users that direct message or comment on the Indego social media accounts.
- Develop seasonal engagement and promotional campaigns that help lower the barrier of entry and encourage trial usage of the system.
- Ensure all communications and creative assets reflect the system's diverse community of Passholders and embrace social equity practices.√

Apply Here: <https://www.click2apply.net/oz2mwjfNEkPJTPxJflMX7>

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