

Ride2School Program Co-ordinator



- **Contribute to the future of cycling**
- **Dynamic & passionate environment**
- **Strong community focus & values**

Bicycle Victoria's mission is "more people cycling more often." They have been extremely successful in delivering this through community awareness, behaviour change programs, membership and large scale events including Around the Bay in a Day and The Great Victorian Bike Ride.

Reporting to the Communications and Events Manager, you will assist with implementing the Ride2School Program into schools using community based social marketing. This involves current and future tools including National Ride2School Day.

You will work as part of a small team and be responsible for communicating with schools, students, parents, councils and stakeholders about the Ride2School Program, maintaining the Ride2School databases, operating registration systems for programs and events, and briefing, collating and analysing market research. Your success will be measured by the number of new riders to schools, participants in the program, cost effectiveness and overall 'customer' satisfaction.

If you are a motivated team player with relevant experience, a 'can do' attitude and the desire to make a measurable difference, please forward your application. Alternatively contact Michelle Hewitt or Philip Mayers for further information.



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