



Job Overview – Executive Director

About the Organization

[Houston Bike Share](#), the nonprofit operator of the Houston BCycle system, launched in 2012 with three stations and 18 bikes. Since then, we have worked closely with the City of Houston, local management districts, elected officials and community stakeholders to grow the Houston Bike Share (HBS) network to connect more people to more places through bike share. Today, there are 113 stations and over 700 bikes across multiple neighborhoods in Houston. Our mission is to provide equitable access to bike share that fosters recreation, mobility and personal wellness. We envision a Houston where everyone has access to a bike for work, play, and transportation. In 2020 Houston Bike Share is experiencing record-breaking trip numbers, and in 2021 we look forward to expanding our reach to include 150+ stations and 1000+ bikes, including 250 E-Bikes. We are looking for our next Executive Director who will provide the vision and guidance needed to manage this growth.

About the Position

Houston Bike Share seeks a strategic thinker who has experience managing complex organizations with multiple funding sources. The Executive Director should be passionate about urban mobility and the transformational impact of bike share on community livability. The ED is responsible for the overall management of the operations, finances, community relations, marketing and staff at HBS. With an entrepreneurial spirit, the ED will implement new systems that support data-based decision-making. The Executive Director will provide the leadership, hands-on skills and operational mindset to drive HBS forward to expand utilization, ensure attainment of annual ridership and revenue targets, and ensure long-term sustainability. The ED should be a dynamic communicator who engages community members authentically and builds a culture of excellence and teamwork among the Houston Bike Share staff. This position will report to the Board of Directors.

Job Responsibilities

The responsibilities of the Executive Director include the following:

Operations

- Ensure operational excellence by aligning the required personnel and technical resources with the most efficient maintenance and repair methods for bikes and stations
- Maximize the existing bike share infrastructure efficiently to ensure membership/usage revenue cover operational expenses of the program while ensuring best-in-class customer service and customer satisfaction
- Track KPIs to guide efficient, data-informed management of the organization operations and staff
- Ensure that bikes and kiosks are managed to ensure customer safety, access, and the fleet's sustainability

Leadership & Management

- Lead and develop a high-performing team that embodies the mission and vision of Houston Bike Share and is reflective of Houston's broad ethnic diversity
- Develop a culture where team members are valued, accountable and appreciated
- Ensure that HBS is appropriately staffed for the revenue/ridership while inspiring great customer service
- Develop a platform for staff to incubate new ideas, techniques and problem solve
- Create career pathways within the organization that provide opportunities for employees' growth and development

Community Relations

- Maintain strong relationships with city officials, regional transportation infrastructure, site partners, vendors, and community partners. These organizations include TxDot, City of Houston, Harris County, Metro, HGAC and other governmental entities as well as universities, hospital systems, BCycle and corporations
- Act as lead spokesperson for the organization while also championing safe, affordable transportation access for all
- Attend or send representatives to public and governmental meetings to drive growth of the organization
- Develop and/or maintain strong relationships with organizations that have large campuses where a BCycle station would be of benefit to the community and the advancement of Houston Bike Share including universities, sports arenas, airports, medical facilities, businesses and convention centers

Marketing

- Ensure that HBS's brand-building messaging promotes ridership in addition to promoting bike share as a fundamental transportation option in the region
- Develop a marketing plan and implementation strategy that drives recognition and growth of the program, and shows the cost benefits of infrastructure, hardware, and access to communities in Houston
- Develop relationships with key marketing partners to help promote the program, particularly organizations that have funding related to the key determinants of health, social justice, and equity
- Act as the subject matter leader for safety, policy, innovation, and implementation regarding bike share in the region
- Develop a new station marketing plan template for both internal KPIs and external event promotion/execution
- Develop outreach plan for existing, underutilized stations
- Support the alignment and collaboration within the regional and national bicycle infrastructure community to drive HBS as a national leader in innovation, ridership, and sustainability

Finance/Administration

- Ensure financial viability and sustainability of the organization through analytics, team management, operations, partnerships and development/marketing efforts
- Align resources of the organization to strategic plan to drive community impact, and to ensure long-term financial sustainability and equitable transportation goals are met
- Fulfill current funding agreements by growing bike share ridership and expand bike share stations in Houston
- Leverage successful outcomes to attract new economic and community investments
- Develop and manage ongoing one- and three-year financial and strategic plans with a focus on the organization being cash flow positive
- Develop Annual Budget and present to the board for approval by December of each year
- Manage HBS accounting staff and reporting on a monthly basis
- Prepare, facilitate and communicate appropriate information to the Board at regular monthly meetings

- Other duties required for non-profit organizations

Skills & Experience

The ideal candidate will have at least five years of proven leadership experience, with a substantive background in business development/fundraising, business operations, and relationship management in a small business or entrepreneurial organization. Additional qualifications include the following:

- Bachelor's degree in business, urban planning, management, or related field required
- Proven experience managing complex operations and systems while being fiscally responsible
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal skills
- Experience developing and managing high-performance teams
- Action-oriented, entrepreneurial, visionary and bold approach to leading an organization
- Demonstrated ability to listen and collaborate with partners, set and achieve strategic goals, and manage a budget
- Excitement, passion and experience with alternative modes of transportation, especially for those who are often excluded from access
- Ability to work effectively in collaboration with diverse groups of people
- Strong organizational ability, detail orientation and analytical mindset
- Skilled in the use of KPIs to drive results through employment of data visualization and analytics tools
- Ability to prioritize equity and sustainability simultaneously
- Strong community relations and fundraising experience with the ability to engage a wide range of stakeholders and identify and leverage funding sources
- Unwavering commitment to quality customer service
- Experience collaborating with political/government entities and community organizations
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships

How to Apply

Interested candidates should apply [here](#). Letters of interest will be received until **October 26, 2020**. The compensation package is commensurate with experience and includes a competitive base salary as well as benefits and vacation. The position is in Houston, Texas.

We will contact those candidates who most closely match the requirements. Thank you in advance for your interest.

Houston Bike Share is an Equal Opportunity Employer. Applicants and employees are treated without regard to such factors as race, color, religion, sex, sexual orientation, national origin, disability, veteran status, or any other reason prohibited by law.