



Employer: Fayetteville Advertising and Promotion Commission

Unit: Experience Fayetteville

Title: Bike Fayetteville Coordinator

Reports to: Executive Director

Position Type: Grant Funded, Full-Time, Exempt

Interested applicants should submit a resume and cover letter to jobs@experiencefayetteville.com

The Organization:

The Fayetteville Advertising and Promotion Commission (FAP) is the over-arching organization that manages Experience Fayetteville (the Convention and Visitors Bureau for Fayetteville, Arkansas), Fayetteville Town Center, Clinton House Museum, and the historic Walker Stone House.

The FAP is a public organization, independent from the City of Fayetteville, governed by a seven-member volunteer commission. The FAP was established by state statute and is funded primarily through the city's 1% tax on hotels, motels, and restaurants. Full-time FAP employees are eligible to enroll in the organization's health and dental insurance plans as well as for a 3% matching contribution to a SIMPLE IRA.

Job Summary:

The Bike Fayetteville Coordinator is based out of Experience Fayetteville and reports to the Executive Director. This position serves to further promote Fayetteville as a tourism destination for cyclists as well as furthering relationships between Experience Fayetteville and local, regional, and national cycling organizations. To succeed in this role, candidates will have knowledge of both road and off-road cycling, be an advocate for all forms of cycling, and be able to speak to and collaborate with a diverse group of stakeholders regarding the value cycling brings to our community.

This position is funded in part by grants; funding is committed for a five-year period. Employment is contingent upon continually meeting the goals for the grant as set forth in the job description below.

Essential Duties and Responsibilities:

- Represent Experience Fayetteville to other organizations, including regional cycling organizations, cycling event organizers, and the City of Fayetteville
- Determine a baseline for current cycling awareness and usage by gathering and organizing data including, but not limited to, cycling amenities offered at local hotels, count of trail guide requests from outside the region, number of cycling events, trail usage counts, and share of marketing dollars spent on cycling
- Collaborate with existing large-scale cycling events to maximize opportunities to promote Fayetteville on a national scale
- Prepare bids, proposals, and other recruitment tools to encourage new cycling events in Fayetteville
- Maintain up-to-date records of cycling events in Fayetteville for the purposes of calculating economic impact
- Represent Experience Fayetteville at trade shows and conferences both in and out of state

- Communicate regularly with the marketing team to ensure cycling information on the website is up to date
- Assist the marketing team on promotion of cycling amenities and specific cycling events, advising on appropriate channels for promotion
- Produce cycling-focused, original content for the website and social media channels
- Establish guidelines for use of the "Bike Fayetteville" brand
- Educate Experience Fayetteville staff on Fayetteville's cycling amenities
- Collaborate with the community engagement team to identify and develop opportunities for cycling to be incorporated into visitor experiences, including in the visitors center

Qualifications:

- Experience in organizing public, community events
- Familiarity with Fayetteville, Arkansas and the Northwest Arkansas region
- Knowledge of NWA cycling amenities including soft-surface trails and popular road routes
- Well versed in Microsoft Office applications, particularly Excel
- Experience managing a budget
- Experience working in a cloud-based CRM software; comfortable working in a shared database
- Ability to be professional, courteous, and friendly with all visitors

Preferred Qualifications:

- 3 years' experience within a convention and visitors bureau or cycling organization
- Bachelor's Degree
- Experience in raising funds and securing sponsorships

Physical Demands and Competencies:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee must see, walk, talk, and hear. This position requires frequent use of a telephone, computer, and bicycle. Visual acuity to work on a computer screen and view written materials is required for this job. Frequent evening and weekend work is expected.

Work Environment:

This position works in a multi setting atmosphere, with significant outdoor exposure during the workday. Work environments are an office environment; a frequently crowded, occasionally noisy visitors center; often outdoor and indoor crowded public and cycling events.

Job Context: Indoor/outdoor.