



General Manager – Blue Bikes New Orleans Job Description

About Social Bicycles

Social Bicycles builds the next generation of urban mobility: bicycle sharing systems that are smarter, cheaper, and faster to deploy than traditional bicycle sharing programs. Instead of using ‘smart racks’, Social Bicycles builds ‘smart bicycles’ with on-board GPS / GSM connectivity and an integrated electro-mechanical lock. Our team of mechanical engineers, electrical engineers, industrial designers, and software engineers produce every aspect of our industry-leading bike share platform in-house. Social Bicycles is expanding rapidly, with 30 programs and counting across the United States, Canada, Europe and Australia.

We are a growing team of urban aficionados, engineering wizards, transportation planners, and cycling devotees. We place tremendous value on our Company’s roots and culture: a mix of ingenuity, controlled chaos, hard work, and sense of purpose. All candidates should have the experience, competence, and enthusiasm to dive in headfirst and rapidly solve complex, exciting, and complicated problems. This job opportunity offers a unique chance to join a small team and make a big impact.

About The Job

As the General Manager of Blue Bikes, you will be responsible for maintaining productive relationships with sponsor, city, and operations subcontractor partners; developing and executing a marketing strategy in close partnership with sponsor and city partners; managing and delivering on all contractual commitments and deliverables; and otherwise ensuring program success as measured by ridership, cost control, and revenue.

Working closely with the SoBi Launch Director prior to launch, you will assist in station planning, staff recruitment, marketing, social media, property and vehicle acquisition and other aspects of project implementation. Post launch the GM will oversee all aspects of marketing, staffing, and the performance of operations subcontractors. Ideal candidates will have deep marketing and management experience within a diverse setting.

Job Duties

- Assist in all aspects of pre-launch activities, including:
 - Primary client, sponsor, and community facing SoBi representative
 - Marketing strategy development and execution
 - Facility and vehicle acquisition and setup
 - Installation and deployment of bicycles, stations and visual branding assets
 - Assist in station site planning efforts
- Direct all aspects of day to day operations
 - Receive, track and manage inventory
 - Identify key marketing activities, communications, social media, partnerships, and events
 - Manage operations subcontractor, who will oversee bike and station maintenance and repair, and bicycle redistribution



- Recruit and hire marketing and administrative support
- Work with operations subcontractor to establish policies and procedures to ensure a safe work place
- Forecast revenue and expenses, and manage P&L
- Other duties as required for program success

Experience and Skills

- Marketing: Deep creative and analytical experience. Proven experience and ability to create, execute, quantify, and improve.
- Entrepreneurship: Must be a self-starter and leader that assumes the risks and rewards of running an innovative sustainable operation.
- Communication: Able to communicate and listen effectively; great written, verbal and presentation skills.
- Leadership: Able to motivate, inspire and create a positive environment for all. Respect all team members and partners.
- Resource Management: Maintain an efficient operation through creative and resourceful ways. Develop and deploy realistic operations within budget while maintaining operations.
- Dependability
- 5+ years of marketing and/or management experience.
- College degree in business administration, marketing or related field. Advanced degree a plus.
- Experience working with businesses, non-profit organizations and government agencies.
- Strong analytical, organizational, communication and problem solving skills.
- Valid drivers license and clean driving record (must pass MVR screen).
- Must be well versed with web and mobile applications, and Excel.
- Passionate about the overall goals of bike share and sustainable transportation.

Equal Opportunity Employer

It is the policy of SoBi to provide employment opportunities without regard to race, color, religion, creed, ethnicity, national origin, alienage, citizenship status, age, marital status, partnership status, disability, sexual orientation, gender (sex), military status, prior record of arrest or conviction (except as permitted by law), predisposing genetic characteristics, or status as a victim of domestic violence, sexual offenses and stalking, and to maintain an environment free of harassment on any of the above-noted grounds, including sexual harassment or retaliation.

SoBi strongly encourages diverse candidates to apply.

Drop us a note at nola@socialbicycles.com if you are interested.