



## **Logistics Director Job Description**

### **Company Description**

Biking Billboards offers a smart and personable alternative to traditional advertising to its clients. Using bikes trailing billboard advertising, Biking Billboards takes clients' messages "on the road". With targeted, high-visibility routes, and capitalizing on local events where people congregate, Biking Billboards ensures optimal exposure of its clients' messages to their potential customers. On the route, Brand Ambassadors directly engage with people- distributing samples, flyers, coupons and communicating brand messages.

### **Company Mission**

- To become the go-to advertising channel for any business, product or service, and the #1 engagement advertising company in America. The best companies in the world will use Biking Billboards to get their messages to their target audiences. Biking Billboards will deliver back to them valuable information about what people think, feel and say in response to their products and services.
- To advertise and communicate great products and services in a fun, friendly, environmentally conscious and memorable way
- To make every interaction with clients, target audience members, and partners among the BEST interactions of their day!

### **Job Description**

Biking Billboards (BB) is looking for a Logistics Director who will provide both tactical and strategic leadership in its Operations Department. The Logistics Director will handle coordination and execution of all rides, ride planning, hiring, training and staffing of Riders (Brand Ambassadors) and managing all aspects of BB equipment.

### **Key Responsibilities**

- Organize and plan rides in all aspects. This includes scheduling Riders, training them on the client's message, preparing equipment and supplies, coordinating and tracking collateral, arranging transportation to and from the ride, managing ride safety during the ride.
- Act as a liaison between Client Services and Riders, managing the client's message within the campaign in all deliverables. This includes coordinating the capture of comments, photos, video and other media on all rides as well as training Rider leads in media/comment capture.

GET  
YOUR  
MESSAGE  
ROLLING



**BikingBillboards™**

bicycle billboard advertising

A smart and personable alternative to ho-hum advertising.

- Maintain Biking Billboards' stable of bicycles, trailers, billboards, clothing, satchels and all other supplies. Includes keeping all bicycles and trailers in working and clean condition, making or arranging for repairs, ordering supplies, cleaning uniforms, coordinating set up and take down.
- Recruit, manage and evaluate Riders. Screen and interview Rider candidates, create training program and train Riders in all aspects of executing Brand Ambassador role.

## **Qualifications**

The ideal candidate is a personable, solution-oriented, creative thinker with excellent writing, communication, and organizational/multitasking skills. The multi-faceted requirements of this position call for a motivated, hard-working person who can approach complex problems with a can-do attitude. With plenty of direct interactions with clients, this person must have a professional and friendly demeanor while exerting a strong command over the operational aspects of BB. Mastery of Microsoft Office, familiarity with video and photo editing and content management desired; exceptional time management and organizational skills required.