

GET
YOUR
MESSAGE
ROLLING



BikingBillboards™

bicycle billboard advertising

A smart and personable alternative to ho-hum advertising.

Logistics Manager 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 is looking for a Logistics Director who will provide tactical and strategic leadership in its Operations Department. The Logistics Director will handle coordination and execution of all rides, ride planning, staffing and equipment management, as well as rider hiring and training.

Key Responsibilities

- Ride planning and organization. Rider training and coordination. Equipment and supply management, including bikes, trailers, swag/giveaways, rider snacks, video and cameras, safety gear and transportation to and from the ride.
- Equipment Management. Maintaining 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.

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- Client Services. Coordinating capture of comments, photos, video and other media on all rides. Training Rider leads in media/comment capture. Coordinating with Client Services Coordinator to ensure that created ride reports map to clients' expectations.
- Recruiting and Training. Sourcing and screening rider candidates, creating and participating in new rider training programs.

Qualifications

The ideal candidate is a personable, solution-oriented, creative thinker with excellent writing and communication 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 demeanor, while still maintaining the fun, upbeat personality of Biking Billboards. Mastery of basic Microsoft Office skills, familiarity with video and photo editing and content management, strong time-management and strong organizational skills a must.

Terms

Salaried. Depends on Experience.