



**POSITION DESCRIPTION:  
EXECUTIVE DIRECTOR, MOGO DETROIT**

**ROLE DESCRIPTION**

**Organization:** Bike sharing is a convenient, flexible, healthy, and fun transportation option that enhances urban livability and mobility. MoGo, the nonprofit which operates the Detroit area's bike share system, launched in Spring 2017 and now boasts 75 stations located throughout the greater Metro Detroit region. MoGo operates in 10 neighborhoods in the greater downtown area of Detroit, as well as Northwest Detroit, Ferndale, Oak Park, Huntington Woods, Berkley, and Royal Oak. MoGo collaborates with PBSC Urban Solutions to provide bike share equipment and Shift Transit to operate the system. MoGo's goals include:

- Being a vehicle for connecting Detroiters to opportunities
- Being an inclusive and equitable program focused on the needs of all Detroiters
- Being a financially sustainable and transparent program invested in operating micromobility in Detroit for the long-term
- Being a leader in micromobility

**Executive Director:** The executive director is the leader and chief spokesperson for the organization. The executive director reports to, and is accountable to, the MoGo board of directors. The executive director's primary responsibilities include strategic planning and implementation of the strategic initiatives through tactical actions. Though the executive director leads the organization's direction and day-to-day activities, the responsibilities should be carried out in accordance with the directions provided by the board of directors and within established guidelines so that organizational, fundraising, budgetary, and community relations objectives are achieved.

**RESPONSIBILITIES**

The executive director will:

- **Provide Strategic Direction:** Ensure alignment with the organization's mission and stated goals. Lead the MoGo team and board in strategic planning efforts to assess and address current opportunities, challenges, priorities and future actions.
- **Manage a Team:** Manage a team of, at present, two full-time employees and one part-time employee. Foster a collaborative environment where all staff feel empowered to take responsibility for their own workstream. Provide professional development to staff.
- **Fundraise and Manage Finances:** Oversee the day-to-day finances of the organization and lead efforts to increase and diversify funds. Maintain relationships with current sponsors, seek funding from additional sponsors, and lead grant-writing efforts.
- **Conduct External Outreach:** Act as the public face of MoGo to community stakeholders, partnering organizations, and governmental entities. Oversee efforts of Director of Marketing and Community Outreach to promote ridership and MoGo's public profile. Ensure the local community has input into MoGo's operations and plans.
- **Oversee Operations and Administer Contracts:** Oversee efforts of Director of Programs and Operations as needed to ensure the third-party operator is maintaining the bikeshare system and collaborate with the third party equipment vendor to ensure system is running smoothly.

*The above information is intended to describe the most important aspects of the job.*

*It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required in order to perform the work.*



Collaborate with legal counsel to negotiate contracts with operational and governmental partners.

### DESIRED EXPERIENCE

An ideal candidate would demonstrate expertise in the following areas:

- **Organizational Leadership:** Experienced in organizational management; nonprofit experience is a plus
- **Fundraising Experience:** Demonstrated ability to and practice in raising and diversifying funding sources
- **Local Knowledge:** Knowledgeable and connected to Detroit area; ability to navigate broad and diverse set of organizational relationships
- **Market Knowledge:** Interest/passion in transit and mobility

### DESIRED CHARACTERISTICS

An ideal candidate would possess the following characteristics:

- **Detail-Oriented and Big Picture Thinker:** Ability to combine high-level strategic thinking with attention to detail
- **Collaborative Work Ethic:** Promotes positive work environment focused on combination of teamwork and individual responsibility
- **Focus on Equity and Inclusion:** Committed to equity and community inclusion, both internally and in delivering MoGo's vision and objectives in the communities MoGo serves

### KEY RELATIONSHIPS

The executive director is tasked with successfully maintaining the following relationships:

#### Internal Contacts

- **Staff** – Maintain day-to-day communication with and oversight of:
  - 1 Director of Programming and Operations (full-time)
  - 1 Director of Marketing and Community Outreach (full-time)
  - 1 Marketing Assistant (part-time)
- **Board of Directors** – Partner with, inform, and make recommendations to:
  - 10 Board Members

#### External Contacts

- **Funders** – Maintain relationships and funding from existing sponsors and cultivate relationships with potential sponsors:
  - Includes local organizations such as health systems as well as grant-distributing private and governmental entities
- **Partners** – Provide oversight of and act as a collaborator with the organization which handles day-to-day operations and the equipment vendor
- **Community Entities** – Act as the representative of and maintain a positive public image of MoGo with:

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- Government Entities
- Riders
- Community Based Organizations
- Community Members

**ADDITIONAL INFORMATION**

This is a full-time position with benefits.

**HOW TO APPLY**

To apply for this position, please submit a resume & cover letter [here](#).