



DATE: December 20, 2011

POSITION TITLE: Community Relations Manager

REPORTS TO: SVP Marketing

Performance, Inc., the nation's leading retailer of bicycles and bicycling accessories is actively seeking a **Community Relations Manager**. The Community Relations Manager is responsible for increasing the visibility and reputation of Performance Bicycle as an advocate for cycling on a local and national level. This position works closely with retail operations, store managers, district managers, retail marketing and social media, merchandising, and cycling advocacy groups.

Responsibilities:

- Develop and provide community engagement direction to stores including goals, focus of community activities, marketing, risk management, budget and measurement.
- Facilitate consumer communications and provide support for local store activities including collateral, store home page updates, e-mails, and social media.
- Promote our community engagement efforts across all channels, including in-store, kiosks, company web site, digital/social media, print vehicles and via our industry association affiliations. Ensure each channel is delivering maximum benefit.
- Leverage all names and email addresses captured through community outreach efforts. Ensure customer privacy policies are being followed. Develop and support community relations measurement efforts and communicate results on a monthly and quarterly basis.
- Collect and share successes and best practices across the stores. Provide leadership, coaching and support to stores as needed. In partnership with Store Operations, help build community in advance of new store/new market openings.
- Identify opportunities to take a leadership position and/or enhance our impact through national, regional or market-wide events.
- Develop, implement and promote our tube and chain recycling program.
- Communicate to all Performance associates about our community involvement.
- Develop and manage annual goals and budgets.

Qualifications:

- Prior experience, 5 years minimum, developing community outreach programs and/or managing retail marketing programs. Basic understanding of marketing, communications and public relations principles and practices.
- Bachelor's degree in Marketing, Communications, Business Management or related field.
- Basic skills in Microsoft Office, especially Excel and Word. Knowledge of social networking sites and applications is a plus.
- Ability to communicate effectively one-on-one and in large groups, verbally and via written communications.
- Proven ability to build partnerships across diverse stakeholders.
- Attention to detail, strong follow through and the ability to manage multiple projects.
- Can set priorities, stay focused and create long-term value for the business.
- Ability to work week-ends and travel 20-30% of the time
- Experience in the cycling industry, familiarity with cycling events, cycling customer segments and industry organizations is a plus.

Performance Bicycle offers competitive wages, a comprehensive benefits package including a generous employee discount program, and opportunities for advancement. This is a great opportunity for a rewarding career in the cycling industry!

Performance is looking for passionate and enthusiastic individuals to join America's #1 retailer of bicycles, parts, and accessories. If you are interested in joining the best, then take a moment to apply by:

- Emailing your resume to vphr@performanceinc.com or
- logging on to www.Performancebike.com , go to the 'Job Opportunities' page, print out an application form, complete the application form and fax it to Human Resources at 919-942-5431.

EOE