



University Students' Council of the University of Western Ontario  
**PURPLE BIKES INTERN**

**EFFECTIVE:** 01/01/2017

**SUPERSEDES:** 01/01/2016

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**AUTHORITY:**

**RATIFIED BY:**

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**1.00 POSITION TITLE: PURPLE BIKES INTERN**

**2.00 POSITION OVERVIEW:**

The Purple Bikes is a community bike workshop which teaches individuals how to fix their own bicycles and rent at an affordable price. The Purples Bikes mandate is to help others ride in town by making cycling accessible and fostering a cycling culture. Through Purple Bikes, people are empowered to maintain their bicycles and do so affordably in order to keep the Western community active.

**3.00 PRIMARY RESPONSIBILITIES:**

- 1) The Purple Bikes Intern will lead and collaborate with volunteers to ensure the day-to-day operation of the shop and educate people on what Purple Bikes is.
- 2) Foster the growth of the organization by increasing membership, ridership, quality of services and community engagement.
- 3) Practice stewardship over the organization's finances. Must keep complete financial records up-to-date.
- 4) Interface with the USC to maintain relations and carry out initiatives involving the University Students' Council.
- 5) Ensure the workshop is properly stocked with new and used inventory for sale.
- 6) Ensure the rental fleet is maintained in accordance with the procedures established by the USC.
- 7) Attend and plan weekly meetings with the Purple Bikes' executive team.
- 8) Recruit and collaborate with volunteers to fulfill above duties.
- 9) Interact with members of Purple Bikes and educate them on the workings of their bicycle.
- 10) Complete a final report at the end of the winter academic term (April).

**4.00 QUALIFICATIONS:**

- (1) Prior knowledge, background or experience in the Purple Bikes services and operations is essential. Qualified candidates for this position must be an undergraduate student of Western University.

Qualified candidates will have strengths in the following areas:

- a) Strong interpersonal skills,
- b) Strong oral and written communication skills,
- c) Superior organization and record keeping practices,
- d) Superior time management skills,
- e) Ability to set objectives and develop clear action plans,



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- f) Ability to delegate tasks to volunteers and ensure timely completion,
- g) Knowledge of bike mechanics,
- h) Willingness to learn basic bike mechanics is required, and
- i) Passion for improving London's cycling community

**5.00 TIME COMMITMENT:**

- (1) This position requires a commitment of 15 hours per week with some increase during peak times throughout the year, which will be agreed upon in advance by their supervisor.
- (2) The Purple Bikes Intern shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

**6.00 TRAINING/SUPPORT:**

- (1) There will be a Health and Safety training seminar conducted at the beginning of their employment. This seminar is mandatory as all new members of the USC must attend as stipulated in their employment contract.
- (2) There will be an Orientation Day conducted in August to familiarize the Intern with the USC operations, fellow Interns, Associates and staff.
- (3) On-the-job training will be provided on an ongoing basis by the Senior Manager, Promotions & Commercial Partnerships.
- (4) Training will also consist of job shadowing the previous Purple Bikes Intern.

**7.00 LEARNING OUTCOMES:**

- (1) The Purple Bikes Intern will be provided with a structured professional development opportunity to build their personal and entrepreneurial capacity. This learning opportunity is geared for students who have aspirations of pursuing a career in finance, managing volunteers, student engagement or active and healthy lifestyle initiatives.

**8.00 COMMUNITY IMPACT:**

- (1) The Purple Bikes Department provides an educational impact for students on leading healthy lifestyles and learning about alternative transportation options. Purple Bikes impacts the Western community in regards to getting more active and being involved in the London community as well as new learning opportunities such as bike mechanics.
- (2) The Purple Bikes Department serves as an experiential learning opportunity for students who have future aspirations of running a program or initiative by supporting volunteers and making sure Purple Bikes is being promoted while adhering to its budget.

**9.00 EVALUATION**

- (3) *Formative Assessment:* The Senior Manager, Promotions & Commercial Partnerships will maintain an ongoing and open dialogue of informal feedback with the Purple Bikes Intern.



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This informal process of feedback will be completed on-the-job and will aid in identifying learning needs for successful task completion. This will allow for instructional guidance in learning a new skill and being able to execute assigned tasks and projects successfully. This type of feedback goes both ways so as to allow the Purple Bikes Intern to obtain a meaningful experience while also informing the Senior Manager, Promotions & Commercial Partnerships about any specific learning and development goals they hope to achieve.

- (4) *Summative Assessment*: There will be two formal feedback surveys conducted throughout the Purple Bikes Intern's employment. These surveys are to provide the Intern with the ability to articulate their experiences so far and to evaluate their program to identify any learning opportunities they would like to participate in. The second aspect of the summative assessment is formally conducted by the Senior Manager, Promotions & Commercial Partnerships to evaluate all strengths, any necessary improvements and communicate future projects with the Purple Bikes Intern. This collaborative assessment will allow for all involved to communicate how their experience has been so far and to evaluate their overall job performance.

**10.00 SUPERVISION:**

- (1) The Purple Bikes Intern will report directly to the Senior Manager, Promotions & Commercial Partnerships at the University Students' Council at Western University. The Senior Manager, Promotions & Commercial Partnerships can be contacted at 519-661-2111 ext. 83572. Their office is located on the third floor, room 340 D, in the University Community Center at Western University.
- (2) The Purple Bikes Intern's primary support for all Program needs and payroll will be the Human Resources Coordinator at the University Students' Council at Western University. The Human Resources Coordinator can be contacted at 519-661-2111 ext. 87585, and their office is located on the third floor, Room 311, in the University Community Center at Western University.

**11.00 ADDITIONAL INFORMATION:**

- (1) A familiarity with the political and organizational structure of the USC and an understanding of its services and operations as well as the Purple Bikes operations is an asset but not required.
- (2) A familiarity with the Western and London community is integral to being successful in this role.
- (3) An Individual who is enthusiastic about making a difference, running active lifestyle initiatives and a department as well as learning new challenges, will benefit from this experience.