

# Cycling Projects



[www.cycling.org.uk](http://www.cycling.org.uk)

## Marketing and communications officer

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Hours per week: 35 hours per week

Salary: Between £19,200 & £22,300 based on experience

Location: Warrington and home based with national reach

Term: Permanent Role

Status: Full Time

Closing date for applications: 6th<sup>t</sup> December 2021

Interviews to be held: week commencing: 13<sup>th</sup> December 21

### **About Cycling Projects:**

Cycling Projects is a national charity that focusses on reaching marginalised individuals and their communities and connecting them together by weaving cycling into their lifestyles. We have a particular focus on supporting people living with disabilities, inactive community members and those living with lifelong illness.

We are the largest provider of inclusive cycle opportunities in the country, and are entering a period of growth in our embedded national programmes; Wheels for All and Pedal Away together with the launch of our new Bike Buddy and We Ride Together initiatives.

With over 50 Wheels for All cycling hubs providing regular access to adapted cycles and trained support alongside the Pedal Away programme enabling people to ride on two wheels regardless of age, ability or experience we are well on the way to achieving our ambition to sustainably support people of all abilities to be active on their own terms.

**Our mission: To enable anyone with any impairment or ability to regularly ride a cycle in their area and on their terms.**

**Our goal: To build 200 Wheels for All centres nationwide by 2025.**

How we market ourselves and communicate with all our current and potential stakeholders is an essential part of our strategy.

Over the forthcoming years Cycling Projects will broaden its reach and impact by targeting appropriate user groups with cost effective marketing and communications aimed at -

- Promoting and enhancing the user quality across our national network of Wheels for All centres and Pedal Away programmes which will aid the expansion of these services in regions whereby there is currently no provision.
- Promoting the largest adapted cycle loan scheme in the country (Out on Your Loan).
- Launching the Bike Buddy programme supporting disabled people to cycle in their local community on their terms, and creating sustainable cycling culture within partner organisations.
- Delivering effective training programmes enabling supporters and carers to participate in community cycling initiatives
- Informing and encouraging an ever growing effective network of volunteers, who support Wheels for All and Pedal Away programmes in many ways.
- Supporting the national inclusive cycling forum with strategic vision leading to creating an effective inclusive cycling landscape.
- Bringing profile and awareness of Cycling Projects reach through its nationally recognised initiatives.

#### **About the role:**

This role will oversee our reach and impact through effective campaigning and marketing of our community engagement cycling initiatives at Cycling Projects. This is a truly exciting time at Cycling Projects, as we go through a structured period of growth. We want you to bring creativity, flair, and an ability to capture the impact of our work through many mediums.

This is a time when we want to raise the profile of our work with new audiences and to use the challenging times of the pandemic as a way to inspire, revitalise and connect with people needing to be active for their health and well-being. You will be an initial point of contact for media enquiries, and you will nurture our existing positive media relations as well as build new key contacts to portray Cycling Projects work in a positive light, helping us meet our strategic aims of enabling more people to cycle regardless of ability. This will include participating in our programmes, supporting our campaigns, volunteering with Cycling Projects and donating in support of Cycling Projects.

As the marketing and communications officer for Cycling Projects you will capture the impact and benefits of cycling initiatives delivered by the charity and use this to hook more people to be active for the long term, more people to volunteer and more partnerships to be formed through this exciting opportunity to be part of the national inclusive cycling landscape. We want you to work with participants, volunteers, colleagues and partners to gather the real life stories that tell the story of the long term difference cycling makes to people's lives. We want you to have the ability to produce compelling and grammatically precise copy for a wide range of audiences. This might be for impactful social media posts, press copy, blogging or film-scripting.

**As the marketing and communications officer you will be accountable for:**

- Defining the framework for an integrated campaign area (i.e. We Ride Together, Bike Buddy, Regional Development, etc.)
- Devising and implementing a full media, marketing, PR and communications strategy along with the annual implementation plan to deliver all aspects of a campaign
- To be responsible for Cycling Projects marketing, promotions and campaigning within the charity.
- Building and maintaining a detailed and accurate knowledge of a campaign area to maximise opportunities through the most effective communication approach
- Planning marketing communications, setting clear objectives, gathering and interpreting audience insight, selecting appropriate digital channels
- Carrying out research to understand our audiences
- Developing, writing and delivering copy
- Preparing and distributing news releases, features, articles, official statements and other communications targeted at media and other opinion formers
- Build and maintain ongoing positive media relations through regular face to face, phone and email contact
- Policing the delivery of current branding guidelines across our network of programmes on national level.
- Building and developing external alliances/relationships with current and future partner organisations that support and can help us to achieve our mission
- Collaborate with colleagues to promote and drive participation in our programmes across the country
- Managing a busy workload through effective project management
- Collaborating with Cycling Projects Network Membership team to deliver a programme of communication that supports, engages, informs and excites all members.
- Providing input to the development of Cycling Projects' website content
- Supporting Cycling Projects network of local volunteers and groups in media related issues.
- Providing support for monitoring and evaluating media activity and its contribution to Cycling Projects strategic objectives
- Keeping abreast of media developments and PR opportunities, and to inform and advise Cycling Projects colleagues as appropriate.
- Managing the annual campaign budget for the charity
- An understanding of the streams of work within Cycling Projects, including existing programmes and new commissions for 2021 and how they all play an integral part in the Scaling Up process for the charity
- Undertaking other related tasks such as Cycling Projects participation in exhibitions, shows and conferences.
- Taking part in or initiating project and team meetings as required

**Accountable to** – Chief Executive Officer

**Working alongside-** Cycling Projects management team (see below the CP organisational chart) and to work closely with partners from a range of sectors who through effective engagement create inclusive cycling opportunities for people of all abilities.

**Responsible for:** the day to day marketing and promotion of all our community programmes at Cycling Projects. Then to create and respond to opportunities through effective campaigning on local, regional and national levels. The successful candidate will be capable of translating core charity objectives and products into communications activity through (1) External media channels & campaigns and (2) Internal communications to all stakeholders.

**The post holder will be expected to undertake appropriate training provided by Cycling Projects.**

Person Specification	Essential	Desirable
Able to contribute to the development and overseeing the implementation of the communications strategy.	y	
Able to work well with a range of colleagues, ensuring to get the best out of every individual to deliver a well-received community service	Y	
Strong verbal and written communication skills across applications including working & liaising with colleagues internally and externally.	Y	
Ability to produce monthly e-newsletters a month, and yearly impact reports in line with our charity obligations	y	
Represent Cycling Projects at meetings & public events to promote inclusive cycling opportunities and provision across a range of sectors & partnerships.	Y	
knowledgeable & up to date with current inclusion and engagement campaigns benefitting programmes of work taking to national platforms.		Y
To be willing and able to travel across the country, when called upon to support the promotion of our inclusive cycling programmes in the regions.	Y	
To be ready and responsive to new business development and opportunities, increasing reach to new and existing customers.		Y
To actively promote the work of Cycling Projects at all times.	Y	
Ability to manage and co-ordinate input, energy and vision from Cycling Projects staff, especially those working on a regional and national footprint.	Y	
Writing for different audiences and excellent attention to detail	y	
A proven track record of placing stories with the media –		Y
Experience of using social media to launch and support a campaign	Y	
Excellent copywriting skills & good IT skills including use of MS office suite	Y	
Know & understand the disability landscape & related inclusion challenges		Y
Time management and organisational skills and able to prioritise work to achieve the objectives	Y	

## **Further Information**

For further information on the role and more details on the work of Cycling Projects, please do feel free to get in touch at any time.

Contact Ian Tierney [ian.tierney@cyclimg.org.uk](mailto:ian.tierney@cyclimg.org.uk)

### **For an application pack please contact:**

Name: Georgina Armstrong

Email - [Georgina.armstrong@cyclimg.org.uk](mailto:Georgina.armstrong@cyclimg.org.uk)

**Cycling Projects - Wheels for All** *The national inclusive cycling charity*

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Please see the planned organisational structure that Cycling Projects is working towards

# Cycling Projects Organisation Structure



