**Bikeability Promotion & Communications Advisory Group application form**

*Please read the Bikeability Promotion & Communications Advisory Group f**ormation process document before completing this application form, and send your completed form by email attachment to* isobel@bikeabilitytrust.org***before******9am on Monday 30th April.***

**Purpose**

The Bikeability Trust invites applications from people with the experience, commitment and capacity to join the Promotion and Communications Advisory Group and make a positive contribution to improving the profile and reputation of Bikeability. Membership of the Group is unpaid, but the Trust will reimburse members’ travel expenses, and provide lunch and secretariat services for meetings. Tenure is for two years from June 2018. The group will comprise of 5-10 (max) industry representatives and will be supported by a small group of specialist media/PR advisors who will attend meetings and feedback to the Advisory Group as required.

The Bikeability Trust encourages applications from Bikeability managers (eg. schemes, SGOH’s and local authorities) and partners either working in, or outside the industry with relevant marketing and communications experience. Members must be committed to ensuring Bikeability gets more people cycling, more safely, more often. They must have the capacity to contribute at least four days to the work of the Advisory Group during the first 12 months (June 2018 to June 2019), including two face-to-face meetings in Cambridge or London in June and December 2018 and a further 2 ‘virtual’ meetings by phone conference call. On-going arrangements into 2019-20 will be reviewed with the group at the end of the first 12 months.

The Promotion & Communications Group will advise the Trust on matters relating (but not limited) to:

* The production of a Promotion and Communications Strategy & Action Plan
* Actions / associated activities arising from the Promotion and Communications Action Plan including:
1. Working with focus groups from the industry/target audiences (parents, teachers, trainees)
2. Advising on an annual Bikeability Awards programme
3. Advising on guidance documents / materials for the industry
4. Advising on marketing campaigns, events and activities to raise awareness of the effectiveness of Bikeability
5. Advising on the development of tools and/or events to engage key stakeholders including parents, children and schools and encourage sustained cycling behaviour following Bikeability training
6. General feedback / advice on Bikeability Trust communications ‘tools’

**Person specification**

All members require the following attributes:

* Open, collaborative, positive, professional working style
* Commitment to maximising the impact of Bikeability
* Relevant marketing & communication skills and experience
* Capacity to contribute at least 4 days to the Group between June 2018 and June 2019, including two face-to-face meetings, and 1-2 virtual meetings.

**Application form**

*Please complete the questions below, providing as much information as you consider necessary (the boxes below should expand to accommodate your responses). If you have any supplementary information you would like to provide to support your application please send as attachments with your email reply, and ensure they are clearly labelled with your name and which section of the form they relate to.*

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| **Your Details** |
| **First name:** | **Surname:** |
| **Organisational role and time in post:**  |
| **Organisation:**  |
| **Work address and postcode:** |
| **Work email address:**  |
| **Telephone:**  | **Mobile:** |

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| **Interview and time commitment** |
| **Please confirm your commitment to contributing five working days to the Advisory Group over the first 12-month period, including two ‘face-to-face’ meetings.** |  |
| **Please indicate any dates in June and December 2018 when you would be unable to attend meetings in Cambridge (or London)**  |  |

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| **General attributes and experience** |
| **1. Please explain why you would like to join the Advisory Group, and the nature of your contribution to its work.** |
| **2. How has your current role and previous experience prepared you for contributing to the work of the Advisory Group?** |
| **3. With reference to the person specification, please outline how your personal attributes and professional working style enable you to be an effective member of the Advisory Group.** |
| **4. Please describe, in outline, 1 or 2 examples of successful promotions and communications work that you have been involved in, and what impact it had.**  |

*Thank you.* *Please email your completed form to* isobel@bikeabilitytrust.org *before* ***9am on Monday 30th April 2018.*** *Your application will be reviewed by the Bikeability Trust. It is possible that short-listed applicants may be invited to a telephone interview in the week of 30th April or 7th May. All applicants will be notified of the Group selection by Friday 11th May 2018.*