



The  
Bikeability  
Trust

## **The Bikeability Trust, Communications Officer**

**Home Based, full-time, salary up to £30,000 per annum**

**Fixed term until 31<sup>st</sup> March 2021**

This is an exciting opportunity to join the promotions and communications team of the Bikeability Trust that contributes to getting more people cycling, more safely, more often, through high-quality cycle education. We are looking for a well-organised and committed comms professional with experience of comms and promotions in the voluntary, public or private sectors. The post holder will work as part of a small team and contribute to the success of media and social media promotions.

### **The Bikeability Trust**

Underpinned by the National Standard for Cycle Training, Bikeability was launched in England in 2007 and is backed by £50 million from the Department for Transport in 2016-2020, and we have a one year extension to 2021. The Bikeability Trust began operations in July 2017 as the national charity for Bikeability. The Trust maintains the National Standard for Cycle Training, manages, monitors and quality assures the delivery of the Bikeability programme across England, promotes the effectiveness of Bikeability, distributes Bikeability award materials, and registers local Bikeability schemes and instructors.

High-quality cycling education enables confident and enjoyable cycling, raises awareness of skilful cycling among all road users, and contributes to better transport, health and wellbeing. The Trust aims to make Bikeability the best it can be by securing:

- value for money, with economical, efficient and effective delivery
- awareness of the National Standard for Cycle Training among all road users
- impact on getting more people cycling, more safely, more often
- diverse programme funding.

In February 2020, DfT reiterated the manifesto commitment to deliver Bikeability to every child in England within this next Parliament. In July 2020, the Prime Minister extended this vision through his Gear Change ambition for walking and cycling to offer cycle training to every child and every adult who wants.

### **Job purpose**

The Communications Officer supports the delivery of promotion and communications to internal and external audiences (the Bikeability industry, schools, parents, the general public, key stakeholders and media). They will focus on increasing media and social media promotion of the impact of Bikeability.



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## Key Accountabilities

- Support the Promotion and Communications Manager with the development and delivery of the Bikeability Trust's PR/Comms Strategy, including annual campaigns and associated PR
- Support the Bikeability Trust's social media programme (parents, schools, internal Bikeability industry – key audiences)
- Develop proactive media opportunities to promote the impact of the Bikeability Programme
- Develop press packs and tools for Bikeability grant recipients to use in regional media
- Collate and promote Bikeability case studies
- Produce content for the Bikeability public website, the Professionals website and The Bikeability Trust's own website
- Respond to enquires to the Trust's communications channels
- Undertake any other duties to support the wider Bikeability Trust team work

Person specification <i>Essential</i>	Person specification <i>Desirable</i>
Graduate in media, PR or marketing	
Very good attention to detail	Interest in cycling
Can communicate complex information in clear, concise prose	Media management
Can work independently and as team member	
social media/marketing, campaign management, website management	
strong analytical and communication skills	
Positive, motivated, developing person	
Takes initiative and solves problems	
Good customer service skills	

## The package

The Bikeability Trust offers the right candidates a competitive salary and:

- Bikeability cycle training
- Generous contributory pension scheme
- 38 days annual leave (including public holidays) pro rata.

## Application process

Please send a curriculum vitae accompanied by a two-page letter of application and your completed equal opportunities monitoring form, by 6<sup>th</sup> November 2020. Shortlisted candidates will be interviewed virtually on the 12<sup>th</sup> November 2020.

Your letter of application should explain how your employment and other experience, education and training match the requirements of the job description and person specification, giving examples where appropriate.



# The Bikeability Trust

For an informal discussion about the role please contact Isobel Stoddart (Director Promotions & Communications - [jobs@bikeabilitytrust.org](mailto:jobs@bikeabilitytrust.org)).

Please submit your application to <https://hr.breathehr.com/v/communications-officer-13854>