



The
Bikeability
Trust

February 2020

PROMOTION & COMMUNICATIONS MANAGER RECRUITMENT PACK

Background

The Bikeability Trust is the national charity for Bikeability, the UK government's cycle education training scheme. We are a Charitable Incorporated Organisation with a board of trustees with a variety of skills and experience.

The Bikeability Trust was established in 2017. The programme is funded by the Department for Transport in England and has been going successfully since 2007. The Trust took over central support for Bikeability in autumn 2018, the funding transitioning from a consultancy contract with the DfT to an administrative grant following the set-up of the Bikeability Trust.

The benefits of this arrangement are the ability to put cost savings of the management back into Bikeability delivery, but also to promote the programme to audiences, such as schools and parents, and the cycle training industry, which prior to the advent of the Trust wasn't possible. The Bikeability Award scheme was introduced in 2018 and is now established along with the annual Bikeability conference. Halfords became Bikeability's first partner.

The major achievements of The Trust since its inception are:

- Transitioning to managing the core grant, with grant payments, awards materials, scheme registration and instructor registration delivered smoothly
- Revising the National Standard for cycle training
- Developing the Bikeability Delivery Guide,
- Establishing the 1st4Sport instructor qualification regulated by Ofqual,
- Developing and recognising the revisions to the Instructor qualifications and
- Improving the quality assurance system
- Renewing the [main Bikeability website](#), with content targeted at supporting families to continue cycling post Bikeability.
- Running a national summer campaign in 2019 - Our Bikes, Our Adventure

The new government has announced that there will be funding for all children in England to have Bikeability training to Level 2, and we are currently negotiating with the Department of Transport over how the increase will be phased in, so that the supply of new instructors matches the demand from schools and parents which we are expecting to generate. At the same time we are still managing the change to the new instructor qualification.

Here is [Trustees' Report and Financial Statements](#) for the year ended 31 March 2019 and the Bikeability Trust's [Annual Bikeability Review for 2018](#)

Job Description – Promotion and Communications Manager

Job Title:	Promotion & Communications Manager
Location:	Based in the Bikeability Trust offices in Cambridge (home working part time possible)
Reports to:	Director of Promotion & Communications / Partnerships Manager
Staff responsibilities:	Nil
Hours of work:	Full time (37.5 hrs per week)
Salary range:	£30,00 - £40,000 (negotiable dependent on experience)

Summary of position:

The Promotion & Communications Manager is responsible for helping to deliver the promotion and communications strategy with both internal and external audiences (the Bikeability industry, schools, parents, the general public, key stakeholders). Also for helping to deliver upon the development of key partnership goals and relationships with national Bikeability Trust sponsors and stakeholders.

Primary responsibilities:

- Support the Promotion and Communications Director with the development and delivery of the Bikeability Trust's PR/Comms Strategy, including annual campaigns and associated PR
- Develop and manage the Bikeability Trust's social media programme (parents, schools, internal Bikeability industry – key audiences)
- Manage and update the Bikeability public website, the Professionals website and The Bikeability Trust's own website
- Produce and promote resources for parents, schools and the internal Bikeability industry
- Support the Partnerships Manager with relationships with sponsors and associated stakeholders

Personal Specification:

Qualifications and Training

- Essential – first degree or higher, professional marketing qualifications
- Desirable – Management qualification, Professional body membership

Experience

- Essential – Leadership experience/training, Comms/PR skills – including social media/marketing, campaign management, website management; relevant industry partnership, promotion and marketing

- Desirable – Cycling related promotion and marketing, central and local government, Bikeability industry, sponsorship management

Qualities and Attitude

- Essential – Strong leadership, self-motivation, positive, strong analytical and communication skills
- Desirable – Credibility in the media and sponsorship industry

Product knowledge

- Essential – website management, marketing, PR, Communications, Social Media, Partnerships and structures
- Desirable – Cycling industry; Bikeability providers, instructors, trainees; Instructor training and development, Bikeability stakeholders, sponsorship

Competencies:

- Leadership and motivation
- Project management
- Product and service development
- Promotion, marketing, communications – including social media
- Media engagement
- Proactive and independent approach
- Stakeholder engagement
- Website management
- Campaign delivery
- Working with others

Timeline for Recruitment

- **Wednesday 25th March 2020 midnight** - Closing date for applications
- **Friday 27th March 2020 17.00** - Notification of outcome
- **Monday 30th and Tuesday 31st March 2020** - Interviews – venue Cambridge

How to apply

Please send your full CV, with a supporting statement on why you want to apply for this role, and how you meet the person specification to:

Isobel Stoddart (Director Promotions & Communications - jobs@bikeabilitytrust.org).

We will acknowledge receipt of your application within 24 hours.

The deadline for application is midnight on Wednesday 25th March 2020.