

Job Description:	Appeals and Events Officer
Location:	Home Based, with occasional travel
Reports to:	Partnerships Manager
Staff responsibilities:	None
Hours of work:	37.5 hours, 5 days a week

We are looking for an Appeals & Events Officer with the right experience, motivation and commitment to driving fundraising to secure vital funding to significantly improve access to cycles for all, The Bikeability Trust's existing programme portfolio as well as future programmes to create a sustainable source of income in line with the Trust's strategic approach.

The Appeals & Events Officer will similarly provide support to the Trust's existing events as well as developing fundraising events that contribute to the Trust's wider objectives.

The Bikeability Trust

The Bikeability Trust's purpose is to ensure that all cycle training is delivered to a gold standard, inspiring everyone to cycle with competence and confidence.

We are:

- **Expert:** The Trust has successfully administered the Bikeability programme on behalf of government since 2018, delivering high-quality delivery guides and instructor training, and our workforce has thousands of years combined experience teaching people to cycle.
- **Inspiring:** Every rider completes our training feeling able, confident and motivated to cycle safely on the roads for short journeys. Transforming the traditional image of cycling to an everyday, everyone activity.
- **Quality focussed:** Our instructors deliver high-quality, consistent and standardised cycle training. We aim to ensure that every rider achieves the same outcomes to the same standard, taking into account their individual capabilities, including special educational needs and disabilities (SEND).
- **Inclusive:** We take action to reduce barriers to participation, support underrepresented groups and ensure that anyone who wishes to access Bikeability cycle training is able to do so, and cycling is seen as an activity for all.
- **Efficient:** Our delivery programme offers value for money and is delivered in an economic, proportional and efficient way.
- **Influential:** We share our evidence of the impact of cycle training across a variety of sectors (transport, education, environment, health, leisure, etc) and work collaboratively with stakeholders, partners and commercial organisations to achieve our vision and influence behaviour change.

Responsibilities

- Working closely with the Corporate Partnerships Manager to drive the Trust's fundraising appeals and events
- Working with the Corporate Partnerships Manager to develop an appeals strategy that looks to establish and grow fundraising from individuals
- Cultivating and recruiting new and existing supporters, donors and fundraisers to actively engage in the fundraising and events activities
- Establish, develop and manage a volunteer appeals board, made up of internal and external stakeholders
- Working effectively with teams across the Trust, to support on Trust-led events including MP visits, partner events, media visits and the Bikeability conference.
- Support the Trust's Development and Quality Assurance teams to develop income generation opportunities through the Trust's programme-focussed products.
- Support the Corporate Partnerships Manager in providing excellent stewardship and account management to the Trust's bank of existing partners.

Knowledge and experience

- Proven fundraising experience and the ability to manage relationships with a diverse range of people
- Experience of developing business plans and budgets, producing reports on progress and against objectives and financial targets
- Experience working independently and as part of a wider team

Skills

- Excellent written and communication skills
- Ability to persuade, motivate and inspire
- Deliver clear and concise messages
- Computer literate including proficient use of Microsoft Word, Excel and PowerPoint

The package

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

- Bikeability cycle training
- Generous contributory pension scheme
- 38 days annual leave for full time members of staff (including public holidays)
- Employee Assistance Programme

We value staff and a range of experience at the Bikeability Trust, so the person specification is a guide to the skills. We encourage diverse applicants and transferable skills.