

Job Description: Communications Assistant

Location: Home Based, with occasional travel

Reports to: Head of Promotion and Comms

Staff responsibilities: None

Hours of work: 22.5 hours a week, 3 days a week

Reporting to the Head of Promotion and Comms, the Communications Assistant will manage effective and engaging communications for B2C audiences, including parents, schools and the general public. You will create the Bikeability Club and school newsletters, as well as additional communications when required.

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

Bikeability External Communications

- Creating innovative, engaging and accessible content for the Bikeability and Bikeability Club website
- Create and co-ordinating content for the monthly Bikeability Club newsletters, regular school newsletter and any other B2C e-communications
- Creating innovative, engaging and accessible content
- Liaising with colleagues and general public to create stories, blog posts and case studies
- Supporting the wider team with B2C communications
- Using monitoring tools to provide insight and measurement of communication activities

General

- Assist with responding to enquiries from the hello@ Bikeability email
- Assisting with the organisation and administration of events (virtual and face to face) e.g. awards, conferences, forums, webinars and launches
- Recognise the need to be flexible when working for a small organisation and carry out other duties that may be required

General

- Provide editorial advice to maintain high-quality communications standards
- Commitment to personal continuing professional development
- Take on any other tasks as agreed with line manager

Person specification

The successful applicant will have:

- Degree or relevant work experience
- Experience of project management
- Experience of web development
- Excellent organisational and customer care skills
- Strong written and oral communication skills
- Ability to use Microsoft 365 packages including Excel, Word, PowerPoint, Outlook.
- Ability to work effectively as part of a team and independently

Skills

- Exceptional writing and editing skills with the ability to create accessible content
- Strong organisational skills
- An understanding of external communication channels and strategies

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.