

Cycling Development Officer- Birmingham

Job Description

Reports to:	Senior Project Officer
Direct Reports:	None
Location of Role:	Home-based in Birmingham
Contract:	Full-time, fixed term contact until 31/03/2026, with potential to extend subject to funding
Salary:	£27,646.92 - £30,718.80 per annum (RL22)

Purpose of Role

To deliver and monitor Cycling UK Development and Behaviour Change projects to meet the need of the local community across Birmingham.

Scope of Role

Cycling UK, the national cycling charity delivers grassroots cycling development programmes nationally. Our programmes are designed to reach diverse audiences and include Community Cycling Clubs, Big Bike Revival and Cycle for Health. Programmes are largely funded by local authorities and Active Travel England and work closely with charities, social enterprises and community groups to create and deliver cycling opportunities which are inclusive, sociable and sustainable.

The successful applicant will deliver the Big Bike Revival programme across Birmingham. In addition, this role will establish and support Community Cycling Clubs.

The role is home based, with regular travel across Birmingham. The successful applicant is expected to live in Birmingham.

This role will be tasked to manage key relationships in the designated local area with stakeholders who have an interest in, or an affiliation to cycling. This could include, but is not limited to, bike re-cycle centres, youth groups, extracurricular school groups, social enterprises and established not for profit organisations. Groups will be consulted and supported to create new cycling activities or to incorporate cycling as part of their existing service offering.

It will be key to understand the local community to develop and deliver projects which meet local need to address health, social and economic inequalities across the designated region. To support a sustainable network and build capacity, the development of volunteers and training of leaders will be a priority.

The Cycling Development Officer will be a key local contact across the network of Community Cycle Clubs and stakeholders, enabling opportunities to cycle in an inclusive manner. This will work to increase levels of physical activity and encourage cycling as a mode of transport.

Specific Duties

1. To be an expert in the field of Cycling Development and Cycling UK behaviour change projects
2. To build positive local relationships to be able to launch, embed and sustain Cycling UK behaviour change projects appropriate to local need.
3. To assess the impact that Cycling UK behaviour change projects are having with a specific focus on increasing the number of trips by cycle, extent of modal shift, increased physical activity and behaviour change. This includes the collection of monitoring and evaluation data, data input to Upshot (online database) and the generation of case studies, press releases and reports.
4. To support groups as they apply for Big Bike Revival funding from across Birmingham, ensuring that applications received are of a high quality and meet the specified aims of the programme.
5. Support the delivery of Big Bike Revival activities across the city region to ensure that programme outputs are achieved.
6. To develop and affiliate Community Cycle Clubs by engaging a broad range of communities, established groups within communities or by forming new community focused groups
7. To increase the capacity of Cycling UK behaviour change projects to help more people to cycle, more often and try cycling in mutually supportive and social groups; provide access to training and practical support to enable volunteers to become a qualified leaders or instructors
8. To deliver, promote and support Cycling UK's nationally significant interventions that require specific outputs and outcomes to be achieved and reported within a set timeframe (e.g. The Big Bike Revival or Bike Week)
9. To build sustainability through volunteer recruitment, development and training
10. To use social media and web resources to create and support the growing network of community partners across the region.
11. To operate within a set delivery budget that is prescribed and monitored by the Programme Manager / Senior Project Officer.
12. To work closely with local partners, stakeholders, projects and programmes.
13. To be an ambassador for cycling and the positive impact it can have on physical and mental well-being and community development.
14. To undertake other duties as required by the Cycling Development Programme Manager / Senior Project Officer and Head of Behaviour Change & Development (England).

This is a description of the job as it is presently constituted. It is the practice of Cycling UK to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is our aim to reach agreement on changes, but if agreement is not possible, Cycling UK reserves the right to insist on changes to your job description, after consultation with you.

Cycling Development Officer

Person Specification.

Requirement	Essential	Desirable
Qualifications	<p>2 or more A Levels or equivalent</p> <p>Evidence of ongoing personal and professional development activities during career to date.</p>	Degree or equivalent in a relevant topic
Experience/ Knowledge	<p>Project planning, delivery and tracking</p> <p>First-hand experience of engaging and working with at least one of the following: community-based organisations, social enterprises, the voluntary sector or statutory public services</p> <p>Delivery of physical activity initiatives to groups of people.</p> <p>Volunteer engagement and development</p> <p>Planning, organising and delivering events</p>	<p>Previous employment in a similar role</p> <p>Knowledge of cycling services and supplier network across your designated region</p> <p>Knowledge of some or all of the following:</p> <ul style="list-style-type: none"> • Cycling industry • Health improvement initiatives • Physical activity development programmes • Active travel campaigns • Socially inclusive programmes <p>Prior experience of working alongside or directly for local authorities</p>
Skills	<p>The capability to sell a new concept or opportunity to a group of people.</p> <p>Excellent capabilities in all of the following skills areas:</p> <ul style="list-style-type: none"> • Time management • Written and spoken presentation • Interpersonal • Relationship management • Negotiating • Networking 	<p>Effective use of social media; updating webpages and utilising Twitter and Facebook in support of a project.</p> <p>Producing marketing materials able to successfully engage a target audience.</p> <p>Experience of using online data recording and monitoring software.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Personal</p>	<p>Self-motivated, creative, entrepreneurial and outcome oriented</p> <p>Able to set own priorities and deliver within a tight timescale</p> <p>Able to constructively build working relationships with colleagues and other partners</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Other</p>	<p>Flexible in terms of travel and working hours including weekends</p> <p>Understanding of and commitment to equal opportunities in service delivery</p> <p>Supporter of the aims and objectives of Cycling UK in promoting cycling</p>	<p>Positive about the benefits of cycling</p> <p>Cyclist</p>

Job Holder:

Date: