



## Job Description

**Job title:** SC4A Engagement Lead

**Office Location:** The Circle, 33 Rockingham Lane, Sheffield, S1 4FW

**Salary:**

|                         |                          |                   |
|-------------------------|--------------------------|-------------------|
| <b>FTE = £29,286.25</b> | <b>4 days/week (0.8)</b> | <b>£23,429.08</b> |
|-------------------------|--------------------------|-------------------|

**Pension:** 6% employer contribution  
2% employee contribution (minimum)

**Hours:** 28 hours per week (21 hours will be considered)

**Contract Type:** Permanent

**Reports to:** SC4A Project Manager

**Line management:** Cycle Loan Coordinator

## About Disability Sheffield

Disability Sheffield Centre for Independent Living is a 'not for profit' pan-impairment organisation driven by people who self-define as disabled people, whether they have a physical disability, a sensory impairment, a mental health condition or learning difficulties. We support disabled adults to make their voice heard, whether through individual advocacy services or through a range of projects seeking to ensure disabled people are at the heart of all decision making across Sheffield.

SC4A (Sheffield Cycling 4 All) is a Disability Sheffield project. We provide opportunities for Disabled People and people with long-term health conditions to cycle, and enjoy all the benefits that follow. For over 16 years we have been running regular cycling sessions in Hillsborough Park and at events across South Yorkshire. We now also run an e-cycle loan scheme, off-road sessions at Parkwood Springs, and campaign across the region to secure better infrastructure, support and recognition for the disabled cycling community.

## **Main Purpose of Job**

You will be part of a team of staff delivering the existing SC4A programme of activity, as well as helping to continue developing our popular cycling activities and other elements of the programme. Whilst there is therefore a lot of cross-over working, this post will lead on the following areas;

- Outreach and Engagement
- Marketing and Communications, including management of the SC4A website and social media
- Working with the SC4A Steering Group, alongside the SC4A Project Manager
- Supporting our cyclists to lead on advocacy and campaigning work in the region
- Supporting the SC4A Cycle Loan Scheme

The job is incredibly varied, so you will need to be a good all-rounder and a creative thinker to address all the things that come your way. But don't worry, you are part of a wider team and a host of volunteers who directly support the project, and you are also part of a larger organisation, Disability Sheffield.

Some of the work is outdoors and people come to our sessions even if the weather is bad so expect to work in the cold and wet sometimes. We also attend occasional evening meetings which are all part of the role.

## **Location**

By default, all our posts are office based for contractual purposes. In practice, our team work a mixture of both office based and / or home working, as agreed with their line manager. As a disabled people's user-led organisation, we are very flexible with working arrangements and all reasonable requests will be approved.

SC4A roles in particular will be considered to be based jointly at our premises on Rockingham Lane and our delivery bases including Hillsborough Park and Parkwood Springs.

## **Main Duties and Responsibilities**

## **Lead areas responsible for, supported by colleagues**

1. Work with SC4A Project Manager to create and deliver a community engagement plan for the project
2. Lead SC4A's community outreach activities, engaging potential cyclists and organisations across Sheffield, and ensuring all communities are represented.
3. Line Manage SC4A Cycle Loan Scheme Coordinator
4. Lead SC4A's work on maintaining existing partnerships and identifying and developing new, mutually beneficial partnerships with relevant organisations, both locally and nationally.
5. Coordinate SC4A's marketing and communications, including maintaining the website, managing social media channels and producing publicity materials such as flyers, banners etc.
6. Work with SC4A Project Manager to coordinate and support the work of the SC4A Steering Group.
7. Working alongside cyclists, influence policy and decision makers, represent SC4A on different bodies and look to develop our consultation work.
8. Carrying out any other administrative duties necessary to the role.

## **General / support areas**

1. Deliver public cycling sessions to people with a range of impairments or health conditions in a safe and friendly environment. This is likely to be one session a week at one of our bases (all project staff have an element of cycling delivery to ensure connection with the work, and because it's fun!)
2. Support the effective day-to-day running and administration and promotion and SC4A's cycle loan scheme
3. Support the monitoring and evaluation of SC4A's work by ensuring accurate records, data and feedback are captured for cycling sessions and events, as well as identifying stories and case studies to drive awareness of our project and inclusive cycling in general.
4. Working with the SC4A team and the Chief Executive, contribute to the longer development and planning of the SC4A programme and Disability Sheffield, including identifying potential funding opportunities
5. Respond to enquiries from organisations, funders and the general public
6. Undertake any other reasonable duties which fall within the scope of the post as requested

## **Person Specification**

Each of the following requirements will be assessed collectively from the application form and interview process.

### **Essential requirements**

1. A passion for cycling and an enthusiasm for increasing access to cycling for everyone
2. Strong interpersonal skills, being able to effectively communicate with and support our cyclists, and a variety of stakeholders
3. Experience of effective outreach and engagement community work, across diverse communities (preferably in relation to physical activity)
4. Experience of proactively identifying and developing new working relationships with relevant partner organisations
5. Experience producing effective marketing and communication materials, including for web and social media channels
6. The ability to ensure that health and safety and safeguarding requirements are met within the project's activities
7. Line Management Experience (this post line manages the SC4A Cycle Loan Coordinator)
8. Experience of working with other partner organisations to deliver projects and activity
9. Ability to work on your own initiative, prioritising work tasks and balancing competing demands in a busy and varied, face-to-face project
10. Ability to use Microsoft Office and other relevant IT software.
11. A willingness to undertake training identified as relevant to the post where required
12. Availability and willingness to work occasional evenings and weekends
13. An understanding and commitment to the importance of equal opportunities, diversity and anti-discriminatory practice, in particular the Disability Rights Movement, Social Model of Disability and the Independent Living Movement

### **Desirable requirements**

1. Strong local knowledge of the Sheffield area, its diverse communities and local VCS organisations
2. Personal experience of disability through self or family