

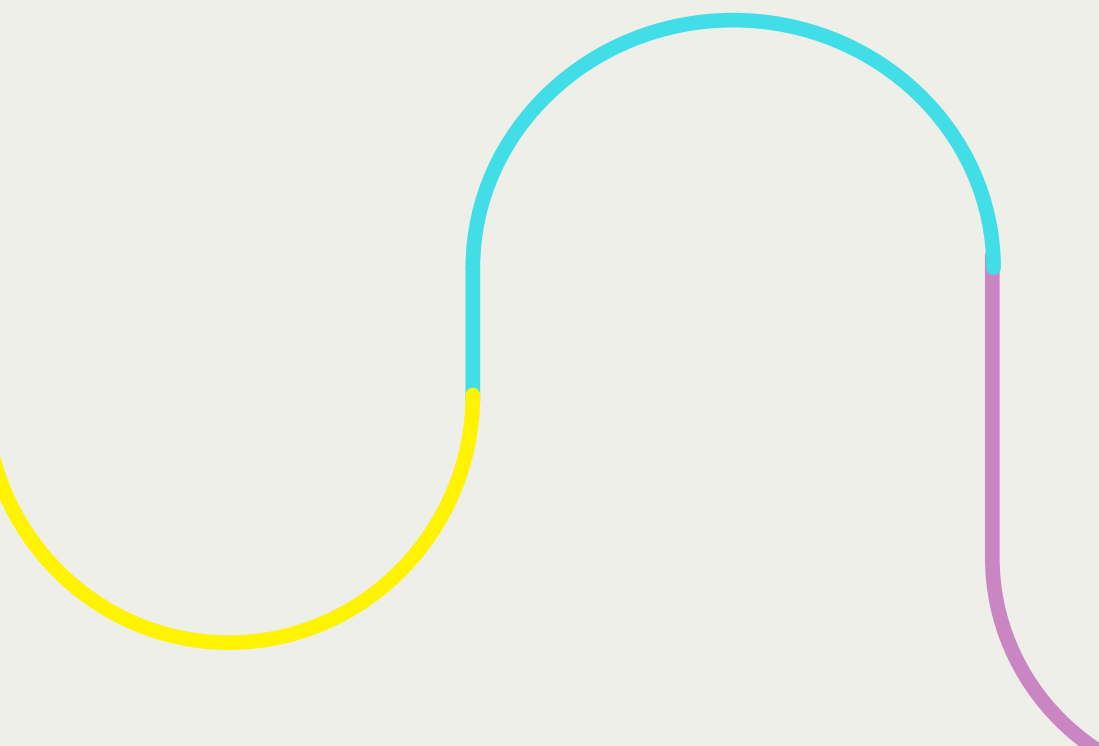
# Marketing Coordinator

**Recruitment pack**



# Contents

<b>Job summary</b>	<b>1</b>
Marketing Coordinator	1
<b>Hello, we are Life Cycle!</b>	<b>2</b>
About us	2
Our vision, mission and values.	3
<b>Job description</b>	<b>4</b>
Key responsibilities	5
Person specifications	6
<b>Terms and conditions.</b>	<b>7</b>
<b>How to apply</b>	<b>8</b>
To apply	8



# Job summary



## Marketing Coordinator

- £21,811 – £23,625 per annum\*  
\*Pending cost of living increase. We expect the bottom end of this salary range to raise to a minimum of £23,400 from April 2024 inline with the new Real Living Wage rate.
- Five days per week
- Permanent contract

With the recent launch of our new website, systems, and refreshed visual identity we're now on the lookout for a creative and data-driven 'digital native'. You'll work as part of a small, outward-facing team to leverage new digital tools and channels, reach new diverse audiences, and better engage current users with Life Cycle's award-winning services.



# Hello, we are Life Cycle!

We're a charity that transforms lives and the environment through cycling.

## About us

We work with people of all ages, abilities and backgrounds at every stage of their cycling journey: From learning to ride, to building a career in the cycle industry.

**We know that with the right support, anyone can benefit from bikes.  
We help thousands of people each year by providing:**

- 1. Bikes that are safe, smooth and fun to ride.**
- 2. Cycle training for all ages and abilities.**
- 3. Cycling activities for people with additional needs.**
- 4. Industry-accredited training for the public – and people in prison.**

We're here to show that cycling can be safe, practical and affordable for most short journeys: No matter who you are, what you do or what you look like. We create positive spaces where people can be themselves, develop and reach their goals.

We're all about empowering people on their cycling journey.





# Our vision, mission and values

## Vision

A world with clean air and healthier people, where cycling is the chosen mode of transport, for most people, for short daily journeys.

## Mission

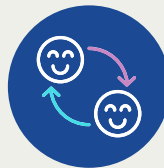
Our mission is to help more people experience the benefits of cycling – transforming lives and the environment.

## Values



### 1. Quality:

We strive for excellence in everything we do.



### 2. Inclusivity:

We want cycling to be accessible to everyone.



### 3. Curiosity:

We aren't afraid to try new things. We are bold. We are always learning.



### 4. Empowerment:

We are guided by the people we work with.

Take a look at our videos to learn about our projects!



[Bikes beyond bars](#)



[Tandem cycling for the visually impaired  
"Two's Company"](#)

# Job description

We're looking for a creative and energetic Marketing Co-ordinator to help us better engage with existing and new audiences, drive bookings and sales – and more effectively communicate our charitable impact.

You'll execute marketing campaigns across multiple channels, including social media, email, SEO and Pay Per Click. The ideal person will have a good understanding of digital and offline marketing channels, experience in a previous marketing role, and a strong desire to learn and grow in this field.

You'll be bursting with ideas to engage our target audiences – and keen to work with colleagues to realise theirs. You'll be committed to understanding and communicating effectively with our stakeholders. You'll be proud to shout about our work and act as a brand ambassador. You'll be confident to support your colleagues to do the same.

Your voice matters at Life Cycle! With a keen analytical mind, you'll help to continuously improve and optimize our outputs, informed by data and stakeholder feedback. At ease with working accurately and at speed, you'll get stuck into multiple projects. You'll know how to prioritise your work efficiently – and provide a high-quality service to our project teams.

Working as part of a small but perfectly formed team, you'll have the opportunity to take on more responsibilities over time. We're committed to staff development: as we grow, we want you to grow too.



## Key responsibilities

- Support the development and implementation of data-driven marketing plans and campaigns across multiple channels, including social media, SEO, email, and content marketing – as well as in-house systems, CRM and Eventbrite.
- Plan and execute smaller marketing campaigns and activities.
- Assist with the development of marketing personas and buyer journeys to inform campaign planning and messaging.
- Generate creative content ideas and contribute to website updates.
- Create, monitor and optimize Pay Per Click ads and Google Ad Grants.
- Conduct A/B testing, monitor campaign performance and assist with reporting using analytics tools such as Google Analytics.
- Conduct SEO research and analysis using tools such as Moz and Google Search Console.
- Day-to-day monitoring of our social media presence, providing regular interactions on behalf of the organisation and regular updates to the Marketing Manager.
- Develop original content for social media platforms, websites, and printed advertising materials.
- Act as a champion for our brand, ensuring it is communicated consistently across all our channels.
- Track website leads and perform follow-up activities.
- Carry out market research, analysing trends and performing competitive analysis.
- Provide peer support for the Marketing Assistant.

## Person specifications

Characteristic	Essential	Desirable
At least one year of experience in a marketing role.	X	
Excellent organisational skills, with the ability to manage multiple tasks and deadlines.	X	
Strong written and verbal communication, with high accuracy and attention to detail.	X	
Experience in planning and executing creative marketing content (including social media and website content) and smaller, multi-channel marketing campaigns.	X	
Strong aptitude for interpreting and evaluating data – to make recommendations for continuous improvement.	X	
High IT literacy: proficient in Microsoft 365 applications and design software (e.g., Adobe Creative Suite).	X	
Experience in using CRMs and email and marketing automations platforms (e.g., Mailchimp).	X	
Keen to meet and work with people from all walks of life.	X	
Committed to providing a first-class experience to all customers and stakeholders.	X	
Experience in successfully delivering smaller projects.		X
Experience of using Google's digital marketing products, for example: Google Analytics, Google Ads/ Ad Grants, Google Search Console, Google Tag Manager		X
Experience of creating and continuously improving SEO-optimized website content.		X
Design and/or videography and/or photography skills (and experience on related software, e.g., Adobe Creative Suite).		X
Experience using Eventbrite.		X
A Marketing related qualification, or equivalent.		X
Experience of working in the Voluntary, Community and Social Enterprise (VCSE) sector.		X

*Note: This job description is for guidance only. You will be expected to undertake activities as required in order to help the charity increase its social impact.*



# Terms and conditions

**Salary:** £21,818 – £23,625.\* This is at Life Cycle salary band 2a.

\*Pending cost of living increase. We expect the bottom end of this salary range to raise to a minimum of £23,400 from April 2024 inline with the new Real Living Wage rate.

**Working hours:** Full time (five days / 37.5 hours per week).

**Working days:** Monday – Friday.

**Contract:** Permanent.

**Probationary Period:** Six months, with reviews at one month, three months and six months.

**Annual Leave:** 31 days paid leave in each holiday year, pro rata. Statutory holidays such as bank holidays are included within this entitlement. 3 of these days (pro rata) must be taken between Christmas and New Year when the Life Cycle office is shut.

All employees will receive one extra day of annual leave, pro rata, for every full year they are employed by Life Cycle up to a maximum of 5 additional days.

**Pension:** 5% matched contribution to pension

**Other benefits:** Company Sick Pay, staff discount on refurbished bike (or Cycle to Work scheme for new bike); TechScheme, free cycle training; free annual bike service; discounted Endura cycle clothing; team building meetings and socials; professional development opportunities.

**Location:** Flexible and home working will be possible, but you will typically be expected to spend at least two days per week at our main office: The CREATE Centre, Smeaton Road, Bristol, BS1 6XN.

**Reports to:** the Marketing Manager.

**Training:** Opportunities will be available: to be discussed on appointment.

**Working with volunteers:** Life Cycle values its volunteers, who make a vital contribution to our work. You will be expected to encourage, develop and support volunteer involvement in our work.

## Equalities focus

Whilst equalities and diversity have always been important to us, we are now on a journey to becoming an anti-racist organisation. This means we are committed to increasing diversity amongst our staff, volunteers and participants – and to actively tackling unconscious bias and structural racism. We expect all staff to share our commitment to be always learning and working to address racial inequality, in order to achieve racial justice both inside and outside Life Cycle.

# How to apply

For an informal chat about this role email Becky Whitlock, Marketing Manager to arrange a call: [becky.w@lifecycle.org.uk](mailto:becky.w@lifecycle.org.uk)

## To apply

Life Cycle is committed to diverse and inclusive recruitment practises, so to reduce unconscious biases we practice anonymous shortlisting.

Please fill in the application form below. You'll be asked to attach a CV and answer a few questions.

Please make sure you remove all identifying personal information, e.g. name, address, date of birth, etc. **Unfortunately, we cannot accept applications that haven't been fully anonymised.**

**Application form:** <https://airtable.com/appP4eeiaj0aSdOLD/shriuLtqJl8cVcqT8>

**Deadline:** 9 am on Monday 26 February 2-24

**Interviews:** Wednesday 28 February 2024

**We will hold interviews at:** Life Cycle Head Office, The CREATE Centre, Smeaton Road, Bristol, BS1 6XN.

**Start date:** As soon as possible

A graphic on a dark blue background. A winding path, composed of segments in light blue, yellow, and pink, starts from the top left, curves around the top and right, and then curves around the bottom left. In the center of the path is a white line-art illustration of an open hand, palm facing forward, with a light blue heart on the palm. Three small yellow curved lines are positioned above the hand, suggesting motion or a gesture. In the top left corner, the words 'Life Cycle' are written in a white, bold, sans-serif font, with 'Life' stacked above 'Cycle'.

