

<b>Job Description:</b>	<b>Media Officer</b>
<b>Location:</b>	Home Based, with occasional travel
<b>Reports to:</b>	Head of Promotion and Comms
<b>Staff responsibilities:</b>	None
<b>Hours of work:</b>	22.5 hours a week

Reporting to the Head of Promotion and Comms, this role will take a lead on all media and PR activities. With a strong news sense, you'll help develop and execute forward-thinking PR plans and strategies for the organisation, manage our external profile and raise awareness of the work we do, aligned to our vision.

### **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**

#### *Promotion of Bikeability*

- Implement and manage a comprehensive and proactive PR activity schedule for the Trust, including project managing the production of the annual impact report and delivery statistics

- Act as the main point of contact for all media and press activity to build our reputation with the media. Liaising with colleagues, the industry and general public to create stories and case studies to share good practice with the industry and work with social media and internal communications
- Develop and foster strong relationships with key media outlets in the sector and journalists, broadcasters and editors to secure coverage that helps to influence key decision makers and engage our audiences in our work
- Scan effectively for breaking news stories relevant to our areas of work and work with the social media officer to use our channels for comment
- Working with colleagues in public affairs agency and our research team, support public affairs activity
- Scan for areas of reputational risk and support the CEO with preparing for and handling reputational risk
- Lead on crisis media enquiries and messaging, implementing the necessary checks and actions to protect the Trust's reputation and brand.
- Brief and train key spokespeople, developing key messaging and Q&A
- Analyse and report on media activity for internal teams, external partners and our board, including leading on relevant reports to committees.
- Supporting the wider team with project and department communications
- Using monitoring tools to provide insight and measurement of communication activities

#### *Comms Support*

- Respond to enquiries from the hello@ Bikeability email
- Support briefings for Bikeability staff and trustees for visits, events and media interviews
- Secure opportunities for Bikeability Trust staff to speak at conferences and events
- Assist with organising annual Bikeability Conference
- Provide editorial advice to maintain high-quality communication standards

#### *General*

- Recognise the need to be flexible when working for a small organisation and carry out other duties that may be required
- Commitment to personal continuing professional development
- Take on another other task as agreed with line manager

#### **Person specification**

The successful applicant will have:

- Expertise in media and PR.
- A strategic thinker with excellent project management and communication skills.
- Experience of working with journalists and media outlets, generating and securing strong relevant media coverage.
- Excellent news sense with extensive experience of producing effective and quick reactive news lines for breaking stories.



- The ability to develop excellent long-term media and PR strategies to deliver organisational objectives aligned to our vision.
- Strong judgement and experience of crisis communications.
- Excellent copy-writing skills and ability to influence.

#### Skills

- Exceptional writing and editing skills with the ability to create accessible content
- Strong project management and organisational skills
- The ability to build and maintain effective relationships with stakeholders

#### 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.