

Job Description

TITLE: COMMUNICATIONS OFFICER	DATE PREPARED: 6TH FEBRUARY 2019
SALARY: £23,288	LOCATION/ DEPARTMENT: BIKE FOR GOOD GLASGOW WEST COMMUNITY HUB
HOURS WORKED: 37.5 (WORKED FLEXIBLY OVER 5 DAYS)	REPORTS TO: HEAD OF PROJECTS
<p>Job Purpose:</p> <p>The Communications Officer is responsible for creating and delivering a comprehensive Communications Strategy which will target different target audiences, including users of our community-based services, customers, partners, funders and media. As a result, they will increase engagement and participation in our community based services aimed at new/returning cyclists while raising awareness of the benefits of cycling.</p>	
<p>Principal Accountabilities:</p> <ol style="list-style-type: none"> 1. Collaborate with the team and our key stakeholders to design a comprehensive Communications Strategy and and implementation plan for Bike for Good, taking into consideration all target audiences. 2. Design an effective evaluation model to measure the effectiveness of the Communications Strategy in line with the outcomes set by our funder (Smarter Choices, Smarter Places Open Fund). 3. Create new and relevant content which highlights and celebrates our community outreach programme and raises awareness of the benefits of cycling as a mode of active travel. 4. Create working relationships with media outlets such as news, radio and newspapers and distribute regular 'newsworthy' press releases to engage the media 5. Manage our social media platforms, ensuring our posts are engaging, informative and representative of our range of work. 6. Update and monitor the Bike for Good website, ensuring our services and community programme are communicated and content is relevant/useful to our end user. 7. Work with the Bike for Good Projects Team to ensure our annual events programme is well communicated to ensure high participation and engagement. 8. Respond to media inquiries, arrange interviews and act as a spokesperson for Bike for Good. 9. Develop a 'key messages' statement for all media communication that represents the charity and our vision, mission and values. 10. Maintain records of media coverage and collate analytics and metrics. 11. Write content for communications material and publications such as the Bike for Good Social Impact report. 12. Act as a liaison between the organisation, the public, and the media to ensure that the charity remains top of mind. 	

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Principal Accountabilities (contd):

13. Support the development of the 'Aye,Cycle' website (a standalone 'one-stop-shop for all things cycling related, currently under construction) and maintain the content when up and running. This includes writing regular blog posts.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED (THE PERSON SPECIFICATION)

(E = Essential, D = Desirable)

Essential

1. Relevant experience in communications strategy development
2. Excellent written and verbal communication skills
3. Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively
4. Ability to prioritise and plan effectively
5. Excellent interpersonal skills
6. Good IT skills and a knowledge of social media management platforms such as HootSuite
7. A passion for cycle promotion and a strong desire to see more people cycle as a mode of transport.

Desirable:

8. Existing relationships with local and national media agencies.
9. A degree in a relevant subject such as marketing, communications, journalism or English.
10. A keen cyclist