

# Bikes for Refugees (Scotland) SCIO

## Fundraising and Communications Officer



**Closing Date:** Sunday 18th April 2021

**Job Title:** Fundraising and Communications Officer

**Location:** Flexible arrangements. Initially Home Working & then Glasgow or Edinburgh

**Salary:** £22,335 (pro rata)

**Hours:** 4 days pw (29 hrs) with later option to increase to 5 days subject to funding

**To be worked:** Flexible (evenings and weekends as required)

**Contract:** 12 months (extension subject to funding)

**Reports to:** CEO

For further information and an informal chat about the post please contact:

Steven McCluskey, Founder/CEO  
[steven@bikesforrefugees.scot](mailto:steven@bikesforrefugees.scot)

**Please forward a CV and covering letter outlining - why you are interested in this post? and why you think you are the best person for the job?**

**e.mail no later than Sunday 18<sup>th</sup> April to [steven@bikesforrefugees.scot](mailto:steven@bikesforrefugees.scot)**

**You should address the 'essential requirements' in your CV. You are unlikely to be shortlisted if you do not demonstrate that you meet these requirements.**

**Interviews will be held via Zoom on Thursday 22<sup>nd</sup> April evening and/or Saturday 24<sup>th</sup> April PM (Subject to change).**

# Job Description & Person Specification

## Background

Our mission is simple: to support the resettlement of New Scots (refugees and asylum seekers) through the gift of bikes. We are a community of humanitarians, cyclists, New Scots and volunteers. We collect donations of second-hand bikes, fix them together at our workshop/s, and then gift them to New Scots. We have gifted over 1,300 bikes to date. Bikes provide freedom of movement and a free means of travel helping people to connect with essential community services and activities. Access to bicycles also helps to tackle loneliness and promote physical and mental wellbeing.

Bikes for Refugees (Scotland) is a charity going through a period of growth as we recover from the coronavirus pandemic and address increased demand for our services. This position is required to support our financial security and sustainability through the diversification of our funding streams and the strengthening of our community communications. We are looking for someone who can help us to promote our values, deliver our charitable aims and sustain our commitment to support New Scots.

## What it is like to work here

Bikes for Refugees (Scotland) is a fun, interesting and supportive place for you to grow and professionally develop in the charity and voluntary sectors. You will work closely with and report to the CEO who is the founder of the charity and who reports to a board of trustees. This is a new post and you will have a high level of autonomy as you bring your expertise to our specialised team.

We are a small charity and you will join a small staff team of CEO, Project Manager and Project worker who are based across our two community hubs in Glasgow and Edinburgh. We are also supported by many community volunteers.

We particularly encourage applications from women, disabled, and Black, Asian and Minority Ethnic (BAME) candidates, and those who have personal experience of being a refugee/asylum seeker. Bikes for Refugees (Scotland) is a Living Wage accredited employer.

We provide flexible working. Initially you will be home based due to coronavirus restrictions and we would hope to be able to provide you with the opportunity to be office based in one of our community hubs in Glasgow or Edinburgh.

## Job Description

This role is responsible for developing and coordinating Bikes for Refugees (Scotland) online, community and corporate fundraising and communications and marketing activities. You will work closely with the CEO who is responsible for securing grant funding via trusts and foundations. This post will support the diversification of our income streams and unrestricted funding. You will link with our Project Manager (Glasgow based) and Project Worker (Edinburgh based) and volunteers as well as supporting fundraising volunteers. The post holder will be expected to maintain a good working knowledge of Bikes for Refugees (Scotland) programmes, policies and procedures, and maintain good working relationships with a variety of external stakeholders and partners.

If you are passionate about fundraising, communications and marketing and have an interest in community development and supporting disadvantaged groups, then this could be the job for you. It will help if you have an established and successful track record of fundraising campaigns and the development of new online, community and corporate partnerships for fundraising and sponsorship.

## Duties and Responsibilities

As fundraising and communications officer your work will involve:

- Develop, implement & maintain effective Fundraising, Communications & Marketing Strategies, including digital marketing.
- Lead upon community and online fundraising activities that support the sustainability of Bikes for Refugees (Scotland).
- Deliver agreed funding objectives and targets.
- Assist the CEO with identifying external grant funding opportunities, which align with our priorities and objectives.
- Design and implement innovative online and digital fundraising and awareness campaigns.
- Recruit, co-ordinate & provide support to Bikes for Refugees (Scotland) fundraising volunteers including inductions, and support & supervision as required.
- Develop, market and manage our online e-commerce sales options, with delivery support from staff and volunteers.
- Develop new partnerships and collaborations with fundraising and sponsorship options with individuals, community groups and corporate partners.
- Monitor, evaluate and improve all fundraising and communication activities.
- Development and delivery of communications and marketing activities to increase awareness and engagement among all our audiences with our purpose, services, fundraising and campaigning.
- Grow the levels of engagement with our core audiences by developing, editing and evaluating our digital channels, website and social media content which engages audiences with who we are, what we do and why we do it; and persuades them to support us in our mission.
- Support our house style and brand identity, and ensuring messaging consistency within all external communications.
- Support the CEO in the organisation's public relations, communication and media work.
- Preparation of external bulletins for key stakeholders and supporters.
- Ensure information is provided in user-friendly formats to key stakeholders and supporters.
- Engage with refugees and asylum seekers.
- Represent and promote the values and work of Bikes for Refugees (Scotland).
- Be a champion and advocate for refugees and asylum seekers and their issues, needs and human rights.
- Support the implementation of Bikes for Refugees (Scotland) Policies and Procedures across the organisation and it's hubs.
- Work with the CEO, Staff Team and board of trustees in supporting the development of Bikes for Refugees (Scotland).
- Participate in team and organisational meetings and training.
- Any other tasks and activities as reasonably required to fulfil the needs of the organisation.

## Requirements

ESSENTIAL	DESIRABLE
<p><b><u>Skills &amp; Qualities</u></b></p> <ul style="list-style-type: none"> <li>• Exceptional communication and copywriting skills, for different media with the ability to communicate to a range of audiences with impact</li> <li>• Good Literacy and numeracy skills with the ability to maintain written records</li> <li>• Excellent IT skills, including MS Office, Publishing Software</li> <li>• Social media and website CMS skills and experience</li> <li>• High level of planning and organisation skills with exceptional attention to detail</li> <li>• Excellent ability to work well under pressure and to work on multiple projects</li> <li>• Excellent time management skills and experience of meeting deadlines</li> <li>• Enthusiastic, flexible, self-starter, approachable and resilient</li> <li>• Innovative, analytical and a great problem solver</li> <li>• Ability to work independently and as part of a team</li> <li>• Ability to listen and understand the needs of others and to inspire stakeholders to donate</li> <li>• An ability to conduct all duties in a manner that is non-judgmental and respects differences</li> </ul> <p><b><u>Experience &amp; Knowledge</u></b></p> <ul style="list-style-type: none"> <li>• Educated to degree level or considerable relevant experience</li> <li>• Experience of working in fundraising and communications</li> <li>• Proven track record in raising income from multiple sources: individuals, sponsorship, corporate/businesses, campaigns, online, digital, e-commerce</li> <li>• Excellent knowledge of evidence based approaches to fundraising</li> <li>• An understanding of the charitable funding sector</li> <li>• Experience of developing, implementing and evaluating creative and engaging communications and marketing solutions</li> <li>• Experience of managing external stakeholders and a demonstrated ability to cultivate and maintain good working relationships</li> <li>• Managing finances and budgets</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of coordinating and supporting volunteers</li> <li>• Knowledge of the refugee sector in the UK, and a passion and enthusiasm for making a difference to the lives of refugees</li> <li>• An interest in cycling and passion and enthusiasm for sustainable transport</li> <li>• Sales and income generation activity experience</li> <li>• Driving licence</li> </ul>