

Cargo Bike Movement
Job role: Freelance Communication and Marketing Lead

Commitment: 24 hours a week

Reports to: Project Manager

Start date: ASAP

Salary: £14 p/h

Working Hours: Wednesdays and Thursdays 9-5 from our Hub, remaining hours can be worked around other commitments, some weekend/ evening required.

Freelance until 31st March 2025

Introduction

This Comms and Marketing role offers an exciting opportunity to be a catalyst in creating fairer, greener, healthier communities through supporting Cargo Bike Movement's work in and around the City of Edinburgh.

Cargo Bike Movement is a unique Community Interest Company that reduces the number of everyday car and van journeys. Our work prompts people to replace these journeys with cargo bikes, to encourage healthier and safer communities.

This role will support the Project Manager of Cargo Bike Movement to oversee the external communications and marketing of community events, cargo bike loans, training and other activities.

Main roles and responsibilities

Communication and Marketing

- Lead on day-to-day social media and communications for Cargo Bike Movement.
- Develop marketing strategy based on project outcomes and milestones.
- Work with media outlets to promote Cargo Bike Movement's activities and projects.
- Maintain existing, and developing new, relationships with partner organisations.
- Support and deliver promotional events, and work with the local community to increase the profile of cargo bikes.
- Support to develop Cargo Bike Movement's website.
- Support research and evaluation processes to develop further understanding of Cargo Bike Movement's activities.

Cargo Bike Hub

- Support the development and running of the centralised Cargo Bike Movement Hub, based in Edinburgh.
- Work collaboratively to ensure the Cargo Bike Movement Hub is shared considerably between partner organisations and support the Project Manager with the booking, use, and upkeep of the space.

Skills and competencies:

(E) = Essential; (D) = Desirable.

Communication

- Strong written, verbal and presentation skills. (E)
- Experience with developing and delivering a marketing strategy. (E)
- Experience with news outlets local and national. (D)
- Experience researching and writing reports. (D)

Community engagement

- Experience and confidence engaging members of the public. (E)
- Passion for promoting non-motorised, sustainable transport options throughout the city of Edinburgh, and a desire to make this project an exemplar to other towns and cities. (E)
- Ability to communicate well, and work with, with a variety of demographics. (E)
- Desire to ride a cargo bike. (E)
- Experience engaging members of the public in environmental and sustainable transport initiatives. (D)
- Proven experience of coordinating and running events. (D)

Systems

- Confidence with G Suite systems. (E)
- Strong teamwork skills. (E)
- Experience with infographic and media design. (E)
- Experience with photography and associated editing software (E)
- Experience working with remote teams. (D)

If you have any questions regarding the role email: tom@cargobikemovement.org

To apply please email a short covering letter, CV and examples of your work (social media sites, websites, photography etc.) to tom@cargobikemovement.org

Deadline: Monday 28th October Midnight

Interviews: week beginning Tuesday 5th October