

# CAMCYCLE



## Event Manager - Cambridge Festival of Cycling

**Part-time flexible temporary contract around 15 hours per week**

**Approximately £27,000 pro rata based on experience and agreement on hours**

Camcycle is recruiting an event manager primarily for our 2024 Cambridge Festival of Cycling which will take place in September. Support for other Camcycle events before the Festival will also be required. This flexible role offers part-time hours and the option to work remotely for some of the time. Initial funding for this role focuses on our 2024 events, but we hope to be able to secure funds to continue the role.

### About us

Camcycle (Cambridge Cycling Campaign) is a high-profile and influential local charity working for more, better and safer cycling for all ages and abilities in and around Cambridge, where half the population cycles at least once a week. We are democratic and member-led, with over 1,700 members and many volunteers. We are inclusive, informed and influential. Our work is positive, practical and professional.

Our funding is derived from membership subscriptions, donations, grants from funding bodies, corporate partnerships and advertising. We have five permanent members of staff, and many active and long-term volunteers, including our board of trustees.

Our work includes:

- Agenda-setting campaigning for more, better and safer cycling.
- Responding to planning applications and public consultations.
- Organising events including our Cambridge Festival of Cycling, the Reach Ride with 1,000 participants, stalls at community events, workplace information sessions and campaigning meetings.
- Publication of print and digital cycling advocacy materials, including leaflets for students, our quarterly magazine and blogs and social media posts.
- Making representations to the media and local administrative bodies in the interest of a wide diversity of people of all ages, backgrounds and abilities who are cycling for general transport purposes in the greater Cambridge region.

### The Cambridge Festival of Cycling

The Cambridge Festival of Cycling is a month-long celebration of cycling in our region. Camcycle organises some of the festival events directly and also encourages and promotes other community events under the Festival of Cycling banner.

A lot of the foundation work of the festival has been done in previous years with established risk assessments, event management plans and key promotional messages so you will have a good foundation to build on and help us to improve.

### About you

You will be a committed and enthusiastic supporter of cycling in and around the Cambridge region. This does not mean you need to cycle very far, very often or indeed at all, but rather that you understand the benefits large-scale everyday cycling can have for our society and environment.

You will enjoy working with a variety of stakeholders, including staff, other trustees, volunteers, members, donors and other partners. You will have organised festival-type events before and have new ideas for

making our festival a success. Experience establishing sponsorships and partnerships will be very highly valued for this role. If you don't have this experience, please tell us about your transferable skills that will help you with this task.

## Required experience

- Event planning and management
- Managing event budgets
- Social media promotion and content creation
- Excellent attention to detail
- Proactive attitude and willingness to get stuck in
- A collaborative worker who is happy to work across multiple teams
- Ability to work under pressure and adapt to changing circumstances
- Good management skills and the ability to manage multiple events simultaneously
- Able to work on the weekends and evening when events are held. (We offer flexibility for all other working hours)

## Desirable experience

- Developing sponsorship relationships and negotiating sponsorship packages will be viewed very highly
- Working with volunteers
- Using CRM systems

## Responsibilities of the event manager

- Reporting to the CEO and working alongside the Communications Officer, Admin Officer, and volunteers to plan, organise and manage the delivery of the Festival of Cycling
- Keep the website updated with event information, news and other content
- Ensure risk assessments, event management plans and other essential and/or legal documentation is in order
- Work with festival partners to ensure their events are properly planned and can be promoted
- Organise the Camcycle events: the Cargo Carnival, family-friendly social ride and other events as agreed
- Coordinate volunteers to support events
- Create content to promote the festival before and after events on social media
- Write press releases and liaise with media outlets to ensure good coverage of the festival
- Provide ad-hoc support for other Camcycle community events that occur before the Festival of Cycling. This will be a good way to build rapport with our volunteers and other stakeholders
- Oversee event timelines, budgets and resources
- Gather metrics to evaluate the success of the events
- Work with CEO to identify potential sponsors and partners for events and support sponsorship stewardship
- Build and maintain relationships with external suppliers, sponsors, and partners
- Lead and supervise event staff, volunteers as required

## Opportunities to improve our festival

- Expand the reach of the festival and encourage more events around the county
- Develop sponsorship relationships to ensure the financial sustainability of the festival
- Improve the reusable plans and documents of the festival
- Suggest your own event ideas to add to the festival

## Recruitment process

Applications close 9am 29 February 2024

Please send your CV and cover letter to [hr@camcycle.org.uk](mailto:hr@camcycle.org.uk)