

# CAMCYCLE



## Communications and Community Officer

### Job description and person specification

**Salary:** £24,000 to £27,000 (Commensurate with experience)

**Hours:** Flexible, expected to be 37.5 hours per week but we are willing to discuss other arrangements.

### About us

Camcycle (Cambridge Cycling Campaign) works 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 a democratic, member-led charity, with over 1,200 members. Members and volunteers are the lifeblood of Camcycle and our Communications and Community Officer's primary purpose is to facilitate, encourage and promote their campaigning activities.

Our work includes:

- Responding to planning applications and public consultations
- Organising events including our Reach Ride with 1000 participants, stalls at community events, workplace information sessions and campaigning meetings
- Publication of print and digital cycling advocacy materials including leaflets for students, our bi-monthly print newsletter and blogs and social media posts
- Representing the interests of people who cycle to the media and public bodies such as the council

### About you

We welcome applications from all backgrounds, provided you can demonstrate you have researched what we do and you can provide us with compelling evidence of how you can help us achieve our mission. You will be savvy with technology, a problem-solver and a quick, self-directed learner. You will relish the opportunity to be exposed to all operational areas of our organisation.

<b>Passion for the cause</b>	<ul style="list-style-type: none"><li>- Passionate about everyday cycling and understand the many benefits sustainable travel can provide for our environment and community.</li></ul>
<b>Interpersonal &amp; communication skills</b>	<ul style="list-style-type: none"><li>- Clear and confident communicator, high standards of written and verbal communication.</li><li>- Able to enthuse and motivate others with your excellent social skills.</li><li>- Able to engage with and influence diverse stakeholders.</li><li>- A good listener.</li></ul>
<b>Specialist knowledge &amp; skills</b>	<ul style="list-style-type: none"><li>- IT skills, especially proficiency in Word, Excel, PowerPoint.</li><li>- Able to effectively use social media and scheduling tools.</li><li>- Good at analysing complex information and able to work through large bodies of documentation and quickly identify and summarise key aspects.</li></ul>
<b>Flexible and autonomous working style</b>	<ul style="list-style-type: none"><li>- Trustworthy and able to handle responsibility.</li><li>- Efficient with strong organisational and time-management skills.</li><li>- Self-motivated and able to work on your own initiative. Able to make decisions where appropriate and prioritise your own workload.</li><li>- Adaptable to change and able to cope with ambiguous environments.</li><li>- Flexible and able to work occasional evenings and weekends.</li></ul>
<b>Additional requirements</b>	<ul style="list-style-type: none"><li>- Travel by bicycle locally and by public transport for longer distances.</li><li>- Smart and presentable appearance when required.</li><li>- An aptitude for identifying opportunities for improvement.</li></ul>
<b>Other desirable skills and experience</b>	<ul style="list-style-type: none"><li>- Experience (volunteer or employed) of voluntary organisations and/or of committee work including minute-taking and following up actions.</li><li>- Involvement with fundraising campaigns.</li><li>- Basic knowledge of local and national government.</li><li>- Wordpress or web design/development.</li><li>- Graphic design skills and software similar to InDesign.</li></ul>

## About the role

Reporting to the Executive Director, the Communications and Community Officer is the second of only two employees for the Cambridge Cycling Campaign. As such, this will be a broad role with ownership and responsibility from day one for a variety of tasks from general administration and volunteer facilitation through to strategic improvement projects. Digital, written and in-person communications will be a central part of all activities dealing with volunteers, members, councillors, stakeholders.

Our job description is based on a standard 37.5-hour working week however, hours are flexible and will, from time to time include work in the evening or weekends. For instance, to attend meetings of the campaign, council meetings or conferences.

<b>Responsibilities</b>	<b>Days</b>
<b>Communicate with members, supporters and other stakeholders to promote campaigning activities</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>- Work with volunteers to write and share communications materials including blog posts, social media posts and weekly email newsletters.</li> <li>- Develop communications campaigns around topical issues, fundraising campaigns and our campaigning activities for better cycling.</li> <li>- Create graphics to support social media activities with the use of Canva or similar tool.</li> <li>- Coordinate volunteer activities for bimonthly print newsletter.</li> </ul>	
<b>Support campaigning and strategic projects</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>- Provide support as required to progress various campaigning priorities.</li> <li>- Work on various strategic improvement projects to improve the operations of the Campaign.</li> </ul>	
<b>Develop the Camcycle individual membership programme to increase membership numbers</b>	<b>15%</b>
<ul style="list-style-type: none"> <li>- Identify and act on opportunities to improve our membership programme and increase membership numbers.</li> <li>- Work with local businesses to increase their participation in membership benefit programmes.</li> <li>- Conduct membership survey to gain insight into membership and cycling trends.</li> </ul>	
<b>Assist with responses to planning applications and consultations</b>	<b>10%</b>
<ul style="list-style-type: none"> <li>- Assist volunteers with the Campaign's responses to planning applications by reading, highlighting and summarising planning application documents.</li> <li>- Support effective and timely action by volunteers, keeping track of important deadlines.</li> </ul>	
<b>Assist volunteers with event organisation</b>	<b>10%</b>
<ul style="list-style-type: none"> <li>- Manage a calendar of events and work with volunteers to arrange Camcycle events including:               <ul style="list-style-type: none"> <li>o Monthly member meetings: Arrange guest speakers, agenda and minutes (12 per year)</li> <li>o Stall events: Identify event opportunities, assist with booking events, coordinating volunteers, preparing materials. (12+ per year)</li> <li>o Social events: Ensure venues are booked and events are promoted. (4 per year)</li> </ul> </li> <li>- Help Executive Director and trustees in the running of trustee meetings including agenda preparation and minute taking.</li> </ul>	
<b>Provide administrative support</b>	<b>10%</b>
<ul style="list-style-type: none"> <li>- To carry out routine administrative tasks that are fundamental to the running of the Campaign including managing email and phone enquiries and keeping the office organised.</li> <li>- Manage newsletter advertising and merchandise invoicing.</li> </ul>	
<b>Participate in ongoing professional development</b>	<b>5%</b>

## Benefits and other details

- 25 days holiday per annum.
- Flexible working hours.
- Pension scheme in line with statutory requirements.
- Opportunity to attend training, conference and networking events in Cambridge and beyond.
- A Macbook and iPhone to use for work.
- Convenient office location within an easy walk or cycle from Cambridge North station but you will be expected to attend meetings and events around Cambridge.
- 3 months' probation.

## Recruitment process

- 1) CV shortlisting
- 2) Short phone interview
- 3) In person interview with presentation and small work sample
- 4) Final interview with larger work sample
- 5) Reference checking