

Comms and Marketing Lead

Who we are

Bikeworks is a London based community-evolved social enterprise. We use cycling as a 'tool for good' to address social, economic and environmental challenges across London's communities.

Bikeworks focuses on people and communities across London where disproportionate inequalities continue to exist. Using cycling to support people less likely to have the opportunity to get physically active, keep well and feel connected.

What we do

Bikeworks creates impact every day, providing over 50,000 cycling experiences last year:

Since 2006, we have supported many thousands of people over the years and changed lives. We do this through an exciting social business model. This includes our inclusive cycling All Ability Clubs, accredited Cycle Training programme, accredited maintenance courses, Dr Bike, Team Building challenges, Cycle Connect, cycle riding skills for SEND children and adults, and much, much more.

A for-purpose, not-for-profit, social enterprise:

At Bikeworks we reinvest all our profits back into our inclusive community programmes. Using a mixed-income model supports our sustainability and ability to achieve our vision. We are a social mission with a business.



Our Vision: Everyone, everywhere has access to cycling.



Our Mission: Creating an inclusive environment for people to come together and enjoy cycling for travel, leisure, and wellbeing.

About the role

The Comms and Marketing Lead is an exciting role, responsible for external and internal communications to support Bikeworks in realising its mission as a social business.

You will be responsible for leading the implementation of the comms strategy and development of content to promote Bikeworks' services externally, as well as improving how teams communicate internally - enabling the successful delivery and growth of the organisation.

The role is highly collaborative, agile and extremely rewarding. You will work across a portfolio of initiatives in all disciplines of comms across multiple platforms - from developing digital strategies to managing social media to executing innovative marketing campaigns.

Whilst supporting the team with these activities you will interact with a wide range of stakeholders, including our freelancer team, partners, funders and customers. You will enjoy multitasking, pivoting to project

priorities and thinking creatively, while sharing our passion for the impact Bikeworks creates and the activities that support us in achieving this.

The role will be active in bringing to life Bikeworks' comms and marketing toolkit, to enhance the organisation's recognition and reputation. Training will be provided as part of the onboarding process.

Key Responsibilities:

- **Communications & Marketing:** oversee and implement Bikeworks' communications and marketing strategy. Develop new, creative marketing and communications initiatives in line with Bikeworks' narrative, brand and values.
- **Storytelling:** develop engaging social media content and oversee a number of platforms including Facebook, Instagram, LinkedIn and X (Twitter). Participate in activities and develop relationships to enable the production of compelling content.
- **Content:** develop and manage communication materials. Oversee the sourcing of stories, case studies, photos and videos. Including attending activities & events to collect content. Develop the skills of the team to enable content and material collation.
- **Business Development:** work with the Business Development team to identify new ways of promoting and marketing Bikeworks to win new contracts; develop and publish content accordingly.
- **Brand:** ensure consistency of approach using the Bikeworks brand toolkit, evolving this to meet the needs of the organisation.
- **Press and Media:** identify opportunities for the promotion of news-worthy stories to media outlets and journalists.
- **Website:** help to co-manage the Bikeworks website, suggesting areas for content improvement. Oversee the content management, including regular reviews to ensure consistency. Work with the portfolio teams responsible for updating and developing content.
- **Internal collaboration:** develop strong relationships and partnerships with key stakeholders. Facilitate the flow of information internally through the development, management and circulation of comms such as newsletters, onboarding assets, key updates.
- **Relationship Management:** be a great ambassador for Bikeworks by growing and maintaining relationships across a variety of stakeholders, including the general public, customers, beneficiaries, delivery team, partner organisations, funders, Local Authorities and others.
- **Measurement & Continuous Improvement.** Collect external and internal feedback on communication/marketing initiatives and use this to make improvements. Analyse and report on social media engagement using established tools and use this to support decision making and amendments to the comms plan.
- **EVP promotion:** Work alongside the senior team to continually activate Bikeworks' Employee Value Proposition (EVP) and integrate into comms and marketing where suitable.

- **General:** maintenance of systems and shared folders, respond to any ad hoc tasks appropriate to the role and take reasonable care for the health and safety of the public in accordance with legislation, and government guidelines.

About You - Candidate Profile

We are looking for someone who brings knowledge of digital marketing and proven communication techniques across both external and internal environments. You'll be wanting to increase your experience through exposure to an award-winning social enterprise and be excited about the potential Bikeworks has to offer in communicating the vast amount of great content.

The role is central to implementing Bikeworks' communication and marketing strategy to increase our reach and provide awareness of the range of activities and services, while sharing our impact. You will be a self-starter, with the ability to manage multiple projects simultaneously and a thirst for identifying and developing creative comms to deliver real impact.

Essential Skills & Experience:

- Knowledge of digital/social media platforms such as; Facebook, Instagram, X (Twitter), LinkedIn.
- Knowledge of producing digital content using software and tools such as Canva and Mailchimp.
- Knowledge of video and photo editing apps or software for social media content
- Ability to use Google applications (Google Drive, Gmail etc).
- Excellent communication skills, including copy-writing skills.
- Experience of developing comms strategies and aligning these to overarching business objectives
- Ability to read and analyse social media data and social listening as a means to direct and guide on social media strategies for the business
- Ability to promote and sell the products and services of Bikeworks
- Experience of developing messaging for audiences and across multiple channels.
- Ability to create compelling stories that engage.
- Experience of working on your own initiative, to organise, plan and prioritise work.
- Experience of working collaboratively and to deadlines.
- Ability to follow and implement processes and procedures.
- Excitement regarding the growth of the cycling sector and the opportunities this presents
- Strong alignment with the values of Bikeworks and the ability to champion these

Desirable Skills & Experience:

- Website content optimisation (SEO)
- Experience of Google Analytics

Salary and Conditions:

Salary: £29,400 (pro rata)

Hours: Part Time, two per week (the equivalent of 14 hours)



Core Hours:	Mon to Fri, 9am to 5.30pm
Leave:	25 days (pro rata) + Public Holidays
Other Benefits:	Pension contribution is at 3% Participation in the Cycle to Work scheme Total Rewards Package*
Contract Type:	Permanent (a freelance option can be considered)
Flexible Working:	Yes
Location:	Queen Elizabeth Olympic Park, E20
Responsible to:	Co-CEO
Responsible for:	N/A

* We are delighted to share that a Total Rewards Package is currently in development and will be implemented from April 2024.

Join the journey

At Bikeworks, we work together and use cycling to address inequality, to create experiences, to promote wellbeing and to have a positive environmental impact for future generations. Our people and our shared values are key to helping us achieve our growing ambitions and our mission of using cycles for good – with teaming, inclusion, innovation and fun being at the centre of the continued success of our journey. It's this clear purpose with flexibility and variety in how we work that will help you to develop and make a difference.

Equal Opportunities

Bikeworks is committed to inclusion. We want to ensure that our team represents a wider cross-section of society, this means providing access to everyone. If you require any reasonable adjustments to be made to support you in applying or at interview, please do let us know.

How to apply

Deadline: **Monday 19th February, 12pm**
Please send your CV and Covering Letter to: **recruitment@bikeworks.org.uk**
In the subject header of the email please put: **Comms and Marketing Lead**

Additional information

Please feel free to submit any relevant samples of your work e.g. written, social media content, press articles, videos, etc.

Right to Work

Please note, we are only able to accept applications from candidates who have the right to work in the UK.

DBS

Please note, as part of the onboarding process a standard DBS check will need to be completed.