

Cycling Development Officer

Job Description

Reports to:	Senior Project Officer
Direct Reports:	None
Location of Role:	West Midlands (Black Country)
Contract:	Full-time, fixed term contact until 31 March 2022, with potential to extend subject to funding
Salary:	£26,520 per annum

Purpose of Role

To deliver and monitor Cycling UK Development and Behaviour Change projects to meet the need of the local community.

Scope of Role

Cycling UK, the national cycling charity delivers grassroots cycling development programmes nationally. Our programmes are designed to reach diverse audiences and include Community Cycling Clubs, Big Bike Revival and Cycle for Health. Programmes are largely funded by local authorities and the Department for Transport and work closely with charities, social enterprises and community groups to create and deliver cycling opportunities which are inclusive, sociable and sustainable.

This role will be tasked to manage key relationships in the designated local area with stakeholders who have an interest in, or an affiliation to cycling. This could include, but is not limited to, bike re-cycle centres, youth groups, extracurricular school groups, social enterprises and established not for profit organisations. Groups will be consulted and supported to create new cycling activities or to incorporate cycling as part of their existing service offering.

It will be key to understand the local community to develop and deliver projects which meet local need to address health, social and economic inequalities across the designated region. To support a sustainable network and build capacity, the development of volunteers and training of leaders will be a priority.

The Cycling Development Officer will be a key local contact across the network of Community Cycle Clubs and stakeholders, enabling opportunities to cycle in an inclusive manner. This will work to increase levels of physical activity, encourage cycling as a mode of transport and present pathways to cycling as a sport.

Specific Duties

1. To be an expert in the field of Cycling Development and Cycling UK behaviour change projects
2. To build positive local relationships to be able to launch, embed and sustain Cycling UK behaviour change projects appropriate to local need.

3. To assess the impact that Cycling UK behaviour change projects are having with a specific focus on increasing the number of trips by cycle, extent of modal shift, increased physical activity and behaviour change. This includes the collection of monitoring and evaluation data, data input to Upshot (online database) and the generation of case studies, press releases and reports.
4. To be entrepreneurial and actively seek additional funding or opportunities for delivery to enable Cycling UK's network to grow.
5. To deliver the Big Bike Revival project across the area with a focus on pop-up bike maintenance sessions.
6. To develop and affiliate Community Cycle Clubs by engaging a broad range of communities, established groups within communities or by forming new community focused groups
7. To support and encourage workplaces to be cycle friendly, increasing the number of cycle commuters across the area.
8. To increase the capacity of Cycling UK behaviour change projects (including Community Cycle Clubs) to help more people to cycle, more often and try cycling in mutually supportive and social groups; provide access to training and practical support to enable volunteers to become a qualified leaders or instructors
9. To identify and facilitate opportunities for Community Cycle Clubs to run public engagement initiatives / events that target non-cyclists and help overcome barriers to participation; including but not restricted to access to a cycle, cycle maintenance training, come and try it social rides, confidence training and information on where to cycle.
10. To deliver, promote and support Cycling UK's nationally significant interventions that require specific outputs and outcomes to be achieved and reported within a set timeframe (e.g. The Big Bike Revival or Bike Week)
11. To build sustainability through volunteer recruitment, development and training
12. To promote the Cycling UK training offer for clubs and groups across the designated region.
13. To use social media and web resources to create and support the growing network of Community Cycle Clubs across a designated region.
14. To operate within a set delivery budget that is prescribed and monitored by the Programme Manager / Senior Project Officer.
15. To work closely with local partners, stakeholders, projects and programmes.
16. To be an ambassador for cycling and the positive impact it can have on physical and mental well-being and community development.
17. To undertake other duties as required by the Cycling Development Programme Manager / Senior Project Officer and Head of Behaviour Change & Development (England).

This is a description of the job as it is presently constituted. It is the practice of Cycling UK to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is our aim to reach agreement on changes, but if agreement is not possible, Cycling UK reserves the right to insist on changes to your job description, after consultation with you.

Cycling Development Officer

Person Specification.

Requirement	Essential	Desirable
Qualifications	<p>2 or more A Levels or equivalent</p> <p>Evidence of ongoing personal and professional development activities during career to date.</p>	Degree or equivalent in a relevant topic
Experience/ Knowledge	<p>Project planning, delivery and tracking</p> <p>First-hand experience of engaging and working with at least one of the following: community-based organisations, social enterprises, the voluntary sector or statutory public services</p> <p>Delivery of physical activity initiatives to groups of people.</p> <p>Volunteer engagement and development</p> <p>Planning, organising and delivering events</p>	<p>Previous employment in a similar role</p> <p>Knowledge of cycling services and supplier network across your designated region</p> <p>Knowledge of some or all of the following:</p> <ul style="list-style-type: none"> • Cycling industry • Health improvement initiatives • Physical activity development programmes • Active travel campaigns • Socially inclusive programmes <p>Prior experience of working alongside or directly for local authorities</p>
Skills	<p>The capability to sell a new concept or opportunity to a group of people.</p> <p>Excellent capabilities in all of the following skills areas:</p> <ul style="list-style-type: none"> • Time management • Written and spoken presentation • Interpersonal • Relationship management • Negotiating • Networking 	<p>Effective use of social media; updating webpages and utilising Twitter and Facebook in support of a project.</p> <p>Producing marketing materials able to successfully engage a target audience.</p> <p>Experience of using online data recording and monitoring software.</p>

<p style="text-align: center; color: blue;">Personal</p>	<p>Self-motivated, creative, entrepreneurial and outcome oriented</p> <p>Able to set own priorities and deliver within a tight timescale</p> <p>Able to constructively build working relationships with colleagues and other partners</p>	
<p style="text-align: center; color: blue;">Other</p>	<p>Flexible in terms of travel and working hours including weekends</p> <p>Understanding of and commitment to equal opportunities in service delivery</p> <p>Supporter of the aims and objectives of Cycling UK in promoting cycling</p>	<p>Positive about the benefits of cycling</p> <p>Cyclist</p>

Job Holder:

Date: