

## Introduction from Gregory Kinsman-Chauvet, Founder and CEO

It is an extremely exciting time to join Bike for Good as it is planning to take its award-winning programmes on a national level.

Bike for Good recently created a joint venture with Velogik, the European leader in bicycle fleet maintenance. Our new partner will invest in developing the JV nationally and implementing its digital transformation.

In addition, we've piloted the world's first impact led bicycle subscription scheme. A real opportunity to develop this circular economy model in collaboration with other organisations.

Bike for Good is the go-to community cycling organisation in Glasgow, and one of the largest ones in the UK. We're ready to develop our most innovative solutions to the Scottish national (UCI 2023, Cop26) and the UK national level (the Joint Venture).

With the upswing in interest in cycling and the cycle industry boom, we have a fantastic opportunity for our social enterprise to grow its profit to deliver more social impact outcomes, whether as a customer or a beneficiary user.

*"You do not need to be a cyclist to ride a bike"*

Peter Walker, Bike Nation

We look forward to meeting candidates who are up for the unique and important challenge to take Bike for Good forward at what is an exciting time for the organisation and the cycling community in the UK.



## About Us

Bike For Good is a cycling charity based in Scotland, **our mission is:**

*We enable people to ride a bike. We believe that cycling is the most effective and sustainable form of transport; we believe it enhances our chances for a healthy life and environment.*

Founded in 2010, Bike For Good sell and service refurbished bikes, run maintenance classes, provide cycle training, and deliver community projects; changing lives for the better through cycling. Bike For Good welcomes any and all new or existing cyclists to engage with their cycling community hubs. Beneficiaries include bike lovers, curious commuters, those with physical and mental health conditions, young people, refugees and asylum seekers, and those who have never cycled before in their lives.

Funding of the organisation comes from the sale of refurbished bikes, and through grants and external funding aimed at tackling environmental, inclusion and health issues (impact).

The Bike For Good team is made up of cycling enthusiasts including professional bike mechanics, and a dedicated outreach team to deliver community projects.

You can view our social impact report here: <https://view.genial.ly/5ee89267e2e75a0d8bce2fe5/dossier-reporting-bike-for-good-social-impact-report-2021>

More information: <https://www.bikeforgood.org.uk/>



## Vision

*“A healthy and inclusive environment where everyone in the community benefits from more people cycling”*

## Mission

*“We enable people to ride a bike. We believe that cycling is the most effective and sustainable form of transport; we believe it enhances our chances for a healthy life and environment.”*

## Values

### Passionate

We are passionate about cycling as a tool for positive change

### Supportive

We work at the heart of communities, empowering people and building partnerships. To make this happen, we nurture a collaborative work environment.

### Expertise

We continuously develop our skills and share them with our volunteers and staff, and throughout the community.

### Environmentally aware

We protect and preserve the environment for the benefit of all.

## Strategic Themes

People - Invest in our teams (volunteer and staff)

Finance - Establish a financially robust Social Enterprise

Users and customers - Deliver outstanding service

Impact - Embed better ways to monitor and report

## Job Description

**Salary:** £30,000.00

**Location:** Glasgow

**Contract** Permanent, full time 37.5 hours per week

### Purpose

Bike for Good has experienced steady growth and fundraising success over the years, however, to facilitate this further and to open up new fundraising streams, we have an exciting new role within the leadership team.

The successful candidate has a unique opportunity to lead on the design and implementation of a comprehensive fundraising strategy which includes a variety of funding sources from trusts, grants, individual giving, community fundraising and corporate sponsorship.

In addition, they will oversee the development of our monitoring and evaluation frameworks to include all areas of the charity. This role is central to creating an evidence-based culture and embedding evaluation into all aspects of Bike for Good's work.

Reporting to the CEO, they will join an established management team and work directly with a passionate team of development and delivery professionals to ensure Bike for Good reaches more people across Scotland and continues to change lives through cycling.

Ultimately, you will enable the organisation to be compliant, efficient and profitable.

### Reporting Line

The Fundraising and Impact Manager reports to the CEO.

## Key Responsibilities

### Fundraising

- Work closely with the Data, Digital & Impact Officer to implement the Fundraising Strategy.
- Achieve an annual fundraising target of £1m (increasing annually in line with organisational needs).
- Develop annual fundraising plans and pipelines in accordance with organisational needs and the needs of our service users.
- Work closely with the Finance Manager to ensure fundraising aligns with wider organisational financial planning and forecasting.
- Research new funding opportunities and maintain up-to-date records on Salesforce.
- Oversee all fundraising systems/procedures, including keeping accurate and up-to-date records related to individual giving, sending thank-yous and project updates to donors.
- Nurturing relationships (by media and written communications, telephone calls and face-to-face meetings) with fundraising contacts, including individual donors, contacts from trust/grant funders and corporate foundations.
- Previous experience leading all aspects of fundraising in a charity or social enterprise of comparable size and scale
- Ability to develop Fundraising and Impact Strategies which include input from a wide range of stakeholders.
- Project and budget management experience.
- Strong understanding of digital tools to support fundraising and impact development

### Impact

- Champion the use of impact data to drive decision making
- Drive improvement in impact and evaluation practices across Bike for Good.
- Provide regular reports on up-to-date impact to the senior team and the Board of Directors as part of quarterly KPI reviews.
- Oversee reporting to funders, ensuring reports are of a high standard and meet deadlines
- A clear and demonstrable understanding of the fundraising landscape, including trusts, grants, individual giving, community fundraising and corporate sponsorship
- Knowledge of fundraising within a social enterprise, charity or CIC (or similar) environment, designed to meet social outcomes.
- Awareness of relevant local, regional and national sources of grant and unrestricted funding.
- Ability to develop Fundraising and Impact Strategies which include input from a wide range of stakeholders.
- Strong understanding of digital tools to support fundraising and impact development



## Leadership

- Lead on the development of a Fundraising Strategy which will include trusts, grants, individual giving, contracts, tenders and corporate sponsorship.
- Lead on all aspects of fundraising events to ensure successful delivery.
- Lead on all aspects of the application process, working closely with the Service Development Manager, the Data, Digital & Impact Officer, other relevant team members and service users.
- Lead on the design and implementation of a Monitoring and Impact Strategy which includes all areas of the charity.
- Lead on the development of internal and external communication to create a better understanding of our social and environmental impact.
- Supervise and coach the Data, Digital and Impact Officer ensuring they are supported and have access to professional development opportunities.
- Mentor Bike for Good Team Leaders in fundraising and impact good practice to build skill and capability across the team.
- Line management experience and a proven track record of leading a small team to success.

## Communication and Reporting

- Ensuring that communication is ongoing and effective between different departments.
- Understanding of fundraising regulations, code of practice and related policy requirements, particularly around individual giving and community based fundraising.
- Knowledge of GDPR good practice related to the management of data
- Knowledge of using CRM systems (such as Salesforce Not-for-profit) to manage individual gifts, grant income and impact data management.
- Proven track record of developing strong working relationships with a variety of important and influential stakeholders.
- Experience of using Salesforce Not-for-Profit or a similar CRM system.
- Experience of developing relationships, building contacts and working alongside a wide variety of partners
- Represent the charity in a variety of networking events such as conferences to increase our income opportunities.
- Excellent written language skills, with the ability to analyse and summarise information clearly and accurately.

## Measurables

- Proven track record of raising upwards of £750K per year from a variety of sources.

## Person Specification

- Appetite to be part of a fast-growing organisation that is rapidly expanding its systems and processes.
- Calm under pressure and the ability to juggle deadlines with ease
- Maintain the ethos and values of the charity in all aspects of work
- The ability to think creatively and inspire others
- Excellent people skills and the ability to inspire teams.
- Passionate about Bike for Good's vision and mission.
- Strong values aligned with those of Bike for Good
- Organised, driven and hardworking.
- Motivated in finding more effective ways of working while embracing a challenge.
- Entrepreneurial with the vision to recognise opportunities to grow the business whilst having the confidence and drive to do so.
- A self-starter who is structured and target-driven and has the capability to manage diverse projects.



## Bike for Good Benefits, Reward and Recognition Provisions.

Lifestyle	
Pension Scheme	Eligible employees are automatically enrolled in the Bike for Good Pension scheme operated by Nest within three months from their start date. At present Bike for Good contributes 3% with employees contributing 5% (less tax relief)
Stress Counselling Helpline	Confidential service provided by a team of Counsellors who are qualified and experienced in assessing work related problems.
Annual Holiday	37 days per leave (pro rata for part time staff)
Enhanced Sick and absence pay	Company paid sickness absence in accordance with the Absence from Work Policy.
Enhanced Jury Service	Full salary paid during Jury service minus deductions for expenses received from the court.
Bike Purchase / Cycle to Work Scheme	
Staff Discounts on Cycling Goods and Services	
Flexible working Practices	
Long service recognition - 5, 10 and 20 years	

Other	
Staff Survey	Have your say in the quarter and annual anonymous staff surveys.
Training & Development	Opportunities to gain skills and receive formal training, participate in working groups (such as Diversity and Inclusion) and undertake CPD.



## How to Apply

**Please complete our online equal opportunities form and application form and return to:**

[Karen@bikeforgood.org.uk](mailto:Karen@bikeforgood.org.uk)

If you require further information or a confidential discussion, please contact Karen on the email address above.

Bike for Good is committed to ensuring that people under-represented in cycling are supported and encouraged at every step in their cycling journey. To achieve this, we want to build an inclusive and representative community, both within our organisation and in the communities we work. As an organisation we are committed to attracting, developing and retaining the best people for Bike for Good and the communities we serve. Everyone will be respected and valued for their contributions.

We encourage people that identify with a marginalised background to apply for our roles, however all applications are welcome and will be treated fairly and equally. If you need additional support or information to aid your application, please contact our HR Officer [Karen@bikeforgood.org.uk](mailto:Karen@bikeforgood.org.uk).

You can read more about our work to increase diversity and inclusion in cycling here on our website: <https://www.bikeforgood.org.uk/about-us/equality-diversity-and-inclusion/>

