

Introduction from Gregory Kinsman-Chauvet

Founder & Cycling Enthusiast Officer (CEO)

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

We have just finalised a deal with [Cytech](#), the world's No1 bike technician accreditation provider. This is a first of its kind for Scotland and we will be one of only three providers in Europe offering this. This is going to springboard our Training Academy to the very top of industry standards. And we will use this platform to petition the Scottish Government to make systemic changes in allowing Apprenticeships and having Bike Mechanics acknowledged as a stand-alone trade.

We've also launched Scotland's first bike mechanic traineeship starting for women and non-binary. As well as our fantastic New Scots project offering skills, training, and cycling activities to over 80 asylum seekers and refugees.

In addition, we've piloted Scotland's first impact led bicycle subscription scheme. This was done in conjunction with the Scottish Government's Bike for Kids pilot. It has been so successful that Transport Scotland is now funding a large scale pilot project of the income-generating side of this model. If all goes well this will be the stepping stone to rolling this project out Nationwide, which will be a real opportunity to develop a circular economy model in collaboration with other organisations. For more info click [here](#).

Bike for Good is the go-to community cycling organisation in Glasgow and one of the largest ones in the UK. We specialise in repair and build workshops, training studios, Active Travel projects, Health and wellbeing projects, Skills and development progression, Bike Subscription, retail shops, B2B, and e-commerce on the horizon. We also have a joint venture overseeing large scale e-bike fleet maintenance. We are completely unique in our offering. We're ready to develop our most innovative solutions for the Scottish and the UK national level!

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. Exciting times!

"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 for the organisation comes from the sale of refurbished bikes, and through grants and external funding aimed at tackling environmental, inclusion and health issues (our 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

Our Team

We are so lucky to have so many amazing staff members, they are our biggest asset. Some of whom have been with us from the very start. The reviews and feedback we get from customers and service users make us so incredibly proud and grateful to have such a passionate, caring, skilled and fun workforce. We are building our teams for the future with more support and development for all. We share values and ethics, we consult and collaborate, but most of all we respect one other and we approach situations with empathy and consideration. We hold each other to account and get the best out of each other. We look to the future as one.

Job Description

Job Title - Marketing and Sales Manager

Salary - Grade 5 (£33,981.10 - £38,224.11 Salary on appointment is at the start of the pay band. Pro rata salary is £27,184.80)

Location - Home (Scotland) or office based (Glasgow), with regular visits to our Glasgow offices and stores.

Contract Permanent, part time 30 hours per week (worked flexibly across Monday-Friday, however consideration will be given to working lesser than 30 hours per week)

Purpose

The Marketing and Sales Manager is responsible for the Marketing and Sales strategy and delivery for Bike for Good. This includes our social enterprise work, income-generating activities and other projects such as the city-wide online cycling hub Aye Cycle Glasgow and Pedal Pals.

We are looking for someone who will make this role their own and create a strategic approach to marketing and sales.

Reporting Line

The Marketing and Sales Manager reports to the CEO.

Key Responsibilities

Marketing strategy

- Review and update our Marketing Strategy, ensuring it supports our business goals.
- Develop a strong understanding of our target audiences and use this knowledge to create efficient marketing and strong messaging.
- Manage the marketing budget across several departments

Recruiting and managing

- Recruit and manage a part-time staff member and/or external contractors for various activities including creating promotional and digital materials, point of sales marketing material for our two shops, website management (Wordpress) and social media delivery.

Sales

- Lead on the sales strategy for our income-generating activities (including training courses for bike mechanics, bike subscriptions, cycle training, B2B activities and shops).
- Deliver the sales strategy to reach the sales target set with the leadership team.
- Identify, design and manage a sales CRM
- Create sales forecasts and report on sales across the business monthly.
- Offer guidance to other team members on sales strategy.
- Develop a trusted relationship with the cycle trade including retail and supply businesses.
- Understand the local market, our competitors, and what's happening in the cities we are in.
- Process inbound sales calls and emails
- Explore other opportunities.

Social media strategy

- Manage our social media strategy, to ensure that we are reaching the right target audiences and that social media is supporting our charity goals.

Content creation

- Write engaging blogs, case studies and brochures, using storytelling when relevant, for various platforms like the Bike for Good and Aye Cycle websites.
- Work closely with other staff members to source and create written and visual content which represents our work and impact.
- Create content for the Bike for Good annual Social Impact Report including basic graphic design.

Marketing campaigns

- Create and manage marketing campaigns with different teams across the organisation, depending on priorities, including supporting fundraising and crowdfunding and to promote events.

Press relations

- Write press releases and engage with the local and national media to promote our work.

Advertising

- Manage offline advertising opportunities
- Lead on social media and Google advertising

Email marketing

- Audit our current external and internal newsletters and create and deliver new email marketing strategies.

Reporting

- Report quarterly on social media and website analytics, press tracking, email marketing and other marketing activity.
- Use this data to shape the marketing strategy and delivery.

Branding

- Ensure branding is respected across the organisation

Diversity and inclusion

- Commit to championing the communications of diversity within our charity and ensure our external communications are accessible and inclusive.

Knowledge, skills and Experience required

- Strategic marketing and sales experience, ideally gained in a similar role.
- A degree in Marketing, Sales, Business, Communications, or Journalism or equivalent qualification
- Self-starter, motivated with a can-do attitude. Able to work independently and engage the team when needed.
- Results-driven and with a strategic approach to marketing and sales.
- Can demonstrate similar [values to Bike for Good](#).
- Ability to prioritise and plan effectively, managing multiple projects at one time.
- Excellent interpersonal skills and ability to cultivate relationships - this role involves working across the organisation, and developing relationships with varied stakeholders.
- Ability to spot and act on opportunities for marketing and promotion.
- Excellent IT skills and the ability to master new softwares quickly.

Desirable

- Experience of managing staff members and external contractors
- Experience creating digital marketing content, particularly video.
- An active cyclist
- Experience using our existing digital package: Google Workspace, Trello, Salesforce, Miro, Wordpress and Canva (or other graphic design software)

Person Specification

- Results-driven approach, creating innovative solutions, winning together the right way
- A bridge-builder and networker.
- Committed to realising the vision of Bike for Good and can inspire engagement, passion and performance
- Initiative – The ability to work alone and take a lead when hurdles arise or when tasks require completion.
- Enthusiastic and dynamic yet collaborative team player with a high degree of integrity and personal responsibility.

The Job Description is current at the date of issue, however, is subject to updates and changes throughout the recruitment process and beyond.



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

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 Manager 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/>

