



## Marketing Assistant

5 days per week at salary of £18,525 per year (Real Living Wage)

**\*\* This job opportunity is under the Kickstart scheme, meaning applicants must be aged 16-24 and in receipt of Universal Credit - and apply via your Job Coach \*\***

*We seek a motivated and ambitious digital native to help engage more people in Life Cycle UK's award-winning services – and deliver our charity mission to get more people cycling. You will work as part of a small outward facing team to drive engagement and bookings across our work areas, as well as help us better communicate our charity's impact to the public.*

### Our Mission

We help more people get cycling, to transform lives and the environment.

### What we do

To achieve this, we:

1. Offer people access to working bicycles
2. Help people gain the skills and confidence to cycle wherever they want, whenever they want
3. Offer extra support to anyone who faces barriers to unlock the benefits of cycling
4. Strengthen the cycling sector: we train new bike mechanics, cycle instructors and partner with Local Authorities, businesses and other charities looking to boost cycling levels.

### Our Approach

We work with people to offer practical support to help them cycle, in ways that can scale up and be replicated elsewhere. We want to build independence, not dependence, and help people continue to benefit from cycling beyond our direct involvement.

We are passionate about working in a way that maximises social value and treat everyone with honesty, decency, openness and respect. We strive for excellence in everything we do, but we aren't afraid to try new things. We are bold. We are open minded. We are always learning.



"Repairing Bikes, Rebuilding Lives"  
<https://youtu.be/NVF8cRCKnMk>



Video: bike  
Video: tandem cycling for the visually-impaired "Two's Company"  
[www.youtube.com/watch?v=adoCu5in84A](http://www.youtube.com/watch?v=adoCu5in84A) recycling

### Our Values – we believe:

- More cycling is vital for better physical, mental and environmental health

- Cycling can be safe, affordable and practical for most short journeys
- With the right support, almost anyone can cycle

Life Cycle UK was founded in 1999 and works with 9,000+ people a year. We run projects in the West of England, Swindon, Hereford, Bournemouth & Derby. See more at: [www.lifecycleuk.org.uk/our-impact](http://www.lifecycleuk.org.uk/our-impact)

## Job Description

Life Cycle UK is growing – and so is our marketing team. We’re looking for a creative and energetic Marketing Assistant to help us better engage with current service-users, reach out to new, diverse audiences and more effectively communicate our charitable impact.

You’ll be bursting with ideas - and excited to work with your colleagues to realise theirs. You’ll be committed to understanding and communicating effectively with our audiences. You’ll be proud to shout about the work we do and act as a brand ambassador for Life Cycle UK. You’ll be confident to support your colleagues to do the same.

At ease with working accurately and at speed, you’ll be happy to roll up your sleeves and get stuck into multiple projects with short timescales. You’ll know how to prioritise your work efficiently as you field requests from different teams. You’ll take pride in the high quality content you create.

Supported by a small but perfectly formed team, you’ll have the opportunity to take on more responsibilities over time – including managing your own campaigns. We’re committed to staff development: as we grow, we want you to grow too.

If this sounds like you, we’d be delighted to hear from you!

## Key responsibilities

- Supporting the Marketing Manager to produce a wide range of digital and printed content, in line with Life Cycle UK’s brand guidelines. This will include:
  - Creating engaging social media content
  - Creating content for our website and e-commerce platforms (currently eBay).
  - Writing news articles, press releases, case studies and blog posts.
  - Assisting in the creation of our newsletter and email marketing campaigns.
  - Assisting with the organisation and delivery of photo and video shoots.
- Day-to-day monitoring of our social media presence, providing regular interactions on behalf of the organisation.
- Providing marketing support to our different teams, including the Inclusive Cycling, Training and Bike Workshop (Hub) teams.
- Working with colleagues to deliver an excellent customer journey and user-experience.
- Assisting with creation and ongoing management of Pay Per Click (PPC) campaigns.
- Contributing to the management and upkeep of marketing literature and content.

- Assisting at public events.
- General administration tasks for the Marketing Team.

## Person specification

### **Essential**

- Good command of social media platforms, e.g. Twitter, Instagram and Facebook.
- Experience of working on marketing campaigns.
- Experience of assisting with website management.
- Experience of using basic graphic design software such as Canva.
- Enthusiasm and affinity for Life Cycle UK's mission and values.

### **Desirable**

- Experience of using CRM systems.
- Experience of using mailing software such as Mailchimp.
- Knowledge and experience of using Google marketing tools including Analytics and Ads.
- Experience of using more advanced graphic design software such as Adobe Suite.
- Design, videography and/or photography skills.
- A marketing-related qualification.
- Experience of working in the voluntary, community and social enterprise (VCSE) sector.

### **Skills and attributes**

- Excellent written, verbal and visual communication skills.
- Creative thinker, with a flair for creating engaging content.
- Dedicated to a first-class customer experience.
- Ability to work without constant supervision, proactive and ready to take the initiative.
- Highly organised with excellent attention to detail.
- Personable, able to work alongside people from all walks of life.
- Excellent IT skills including Microsoft Office - and can quickly adapt to using new software.
- Keen to learn and improve on an ongoing basis

*Note: This job description is for guidance only. You will be expected to undertake activities as required in order to help the charity develop and increase its social impact.*

## Terms & Conditions

**\*\* This job opportunity is under the Kickstart scheme, meaning applicants must be aged 16-24 and in receipt of Universal Credit - and apply via your Job Coach \*\***

**Salary:** £18,525 per annum. This is at Life Cycle UK salary band 1 – paid at the Real Living Wage.

**Working hours:** Full time (5 days / 37.5 hours per week).

**Working days:** Monday – Friday. Flexible working and TOIL possible at discretion of line manager.

**Contract:** Initial 6-month contract, supported by the government Kickstart scheme. If performance is excellent, we will consider making the role permanent after 6-months (subject to finances).

**Probationary Period:** 6-months, with reviews at 1 month, 3 months and 6 months.

**Annual Leave:** 31 days paid leave in each holiday year, pro rata. Statutory holidays such as bank holidays are included within this entitlement. 3 of these days must be taken between Christmas and New Year when the Life Cycle UK office is shut.

All employees will receive one extra day of annual leave, pro rata, for every full year they are employed by Life Cycle up to a maximum of 5 additional days.

**Pension:** 5% contribution to pension

**Other benefits:** staff discount on refurbished bike (or Cycle to Work scheme for new bike); TechScheme, free cycle training; free annual bike check-up; discounted Endura cycle clothing; team building meetings and socials; professional development opportunities.

**Location:** Flexible and home working will be possible, but you will typically be expected to spend at least 1 day per week at our main office: CREATE Centre, Smeaton Road, Bristol, BS1 6XN

**Reports to:** The Marketing Manager.

**Training:** opportunities will be available: to be discussed on appointment. You will also receive wraparound employability support as part of the Kickstart scheme.

**Working with volunteers:** Life Cycle values its volunteers, who make a vital contribution to our work. You will be expected to encourage, develop and support volunteer involvement in our work.

### Equalities focus

Whilst equalities and diversity have always been important to us, we are now on a journey to [becoming an anti-racist organisation](#). This means we are committed to increasing diversity amongst our staff, volunteers and participants – and to actively tackling unconscious bias and structural racism. We expect all staff to share our

commitment to be always learning and working to address racial inequality, in order to achieve racial justice both inside and outside Life Cycle UK.

## Application Process

**This job opportunity is under the Kickstart scheme, meaning applicants must be aged 16-24 and in receipt of Universal Credit**

- 1) Speak to your Work Coach about applying for the role.
- 2) Your Department for Work & Pensions Work Coach will nominate you to apply.
- 3) Once you have been formally nominated by your Work Coach, you will be given the application instructions.
- 4) You can then apply for the job with us.

**We cannot under any circumstances accept applications from candidates who have not been referred by a DWP Work Coach.**

**Deadline:** 20th October 2021, by 5 pm.

Shortlisted candidates will then be contacted for an interview.

**Start date:** We are looking to have a candidate in-post as soon as possible.

For an informal chat about this role please email your name and a contact phone number to Becky Whitlock, our Marketing Manager: [becky@lifecycleuk.org.uk](mailto:becky@lifecycleuk.org.uk).