

**Life  
Cycle**

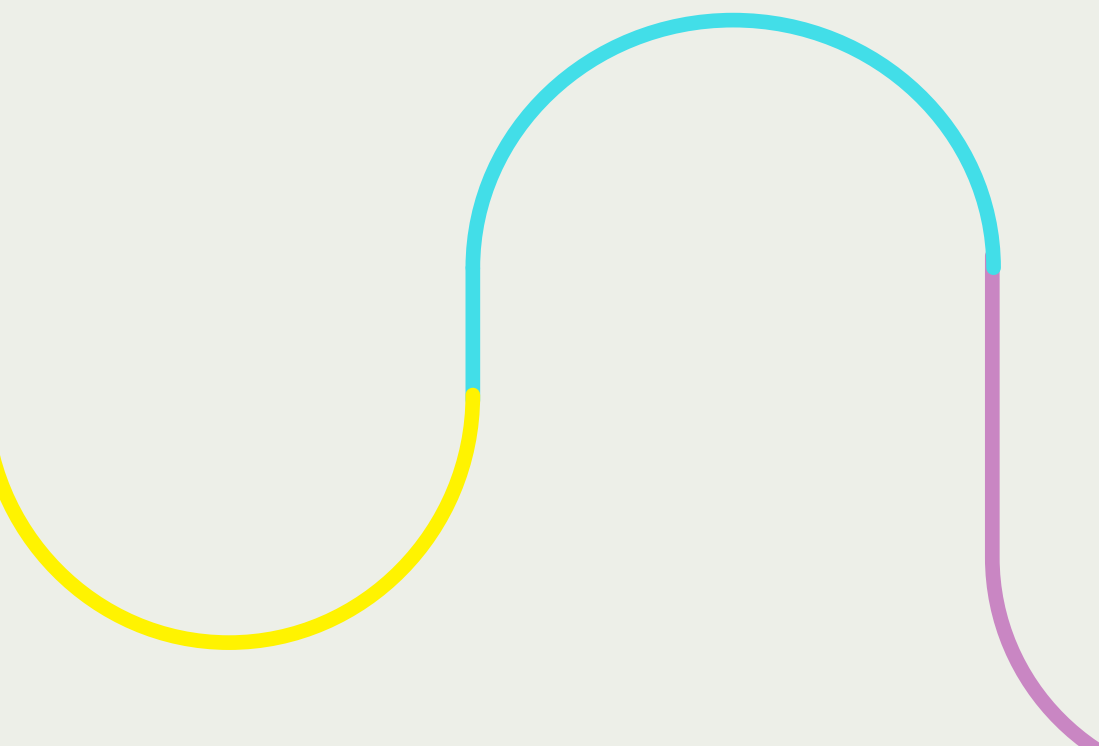
# Marketing Assistant

**Recruitment pack**



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# Job summary



## Marketing Assistant

£21,255 – £22,318\* per annum  
\*Pending cost of living increase.

- Five days per week
- Permanent contract

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



# Hello, we are Life Cycle!

We're a charity that transforms lives and the environment through cycling.

## About us

We work with people of all ages, abilities and backgrounds at every stage of their cycling journey: From learning to ride, to building a career in the cycle industry.

**We know that with the right support, anyone can benefit from bikes. We help thousands of people each year by providing:**

- 1. Bikes that are safe, smooth and fun to ride.**
- 2. Cycle training for all ages and abilities.**
- 3. Cycling activities for people with additional needs.**
- 4. Industry-accredited training for the public – and people in prison.**

We're here to show that cycling can be safe, practical and affordable for most short journeys: No matter who you are, what you do or what you look like. We create positive spaces where people can be themselves, develop and reach their goals.

We're all about empowering people on their cycling journey.





# Our vision, mission and values

## Vision

A world with clean air and healthier people, where cycling is the chosen mode of transport, for most people, for short daily journeys.

## Mission

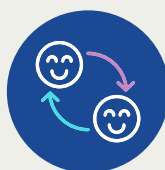
Our mission is to help more people experience the benefits of cycling – transforming lives and the environment.

## Values



### 1. Quality:

We strive for excellence in everything we do.



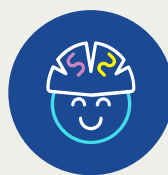
### 2. Inclusivity:

We want cycling to be accessible to everyone.



### 3. Curiosity:

We aren't afraid to try new things. We are bold. We are always learning.



### 4. Empowerment:

We are guided by the people we work with.

Take a look at our videos to learn about our projects!



[Bikes beyond bars](#)



[Tandem cycling for the visually impaired  
"Two's Company"](#)

# Job description

We're looking for a creative 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 for engaging content – 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. 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's brand guidelines. This will include:

- Creating engaging social media content.
- Creating content for our website, event bookings and e-commerce platforms.
- Writing 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 tracking and upkeep of marketing literature and content.
- Assisting at public events.
- General administration tasks for the Marketing Team.

## Person specifications

Characteristic	Essential	Desirable
Good understanding of social media platforms, e.g., Twitter, Instagram, and Facebook.	X	
Experience working on marketing campaigns or tasks.	X	
Experience assisting with website content management.	X	
Basic design and/or videography and/or photography skills.	X	
Experience using basic graphic design software such as Canva.	X	
Enthusiasm and affinity for Life Cycle's mission and values.	X	
Experience using CRM systems.		X
Experience using mailing software such as Mailchimp.		X
Knowledge and experience of using Google marketing tools including Analytics and Ads.		X
Experience of using more advanced graphic design software such as Adobe Suite.		X
Advanced design and/or videography and/or photography skills.		X
A marketing-related qualification.		X
Experience working in the voluntary, community and social enterprise (VCSE) sector.		X
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 increase its social impact.*



# Terms and conditions

**Salary:** £21,255 – £22,318.\* This is at Life Cycle salary band 1.

\*Pending cost of living increase.

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

**Working days:** Monday – Friday.

**Contract:** Permanent.

**Probationary Period:** Six months, with reviews at one month, three months and six months.

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

**Pension:** 5% matched contribution to pension

**Other benefits:** Company Sick Pay, staff discount on refurbished bike (or Cycle to Work scheme for new bike); TechScheme, free cycle training; free annual bike service; 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 two days per week at our main office: The CREATE Centre, Smeaton Road, Bristol, BS1 6XN.

**Reports to:** the Marketing Manager.

**Training:** Opportunities will be available: to be discussed on appointment.

**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.

# How to apply

For an informal chat about this role email Becky Whitlock, Marketing Manager to arrange a call: [becky.w@lifecycle.org.uk](mailto:becky.w@lifecycle.org.uk).

## To apply

Life Cycle is committed to diverse and inclusive recruitment practises, so to reduce unconscious biases we practice anonymous shortlisting.

Please fill in the application form below. You'll be asked to attach:

1. A CV: Please remove all identifying personal information, e.g. name, address, date of birth.
2. A cover letter: Please demonstrate how you meet each Essential requirement in the Person Specification. You should also include any Desirable requirements you meet. Use clear headings.
3. Share some examples of your creative/marketing work if you wish.

**Unfortunately, we cannot accept applications that haven't been fully anonymised.**

**Application form:** <https://airtable.com/appP4eeiaj0aSdOLD/shrQWnUiEvpi12nDI>

**Deadline:** 9 am on Monday 8 April 2024

**Interviews:** Thursday 11 April 2024

**We will hold interviews at:** Life Cycle Head Office, The vCREATE Centre, Smeaton Road, Bristol, BS1 6XN.

**Start date:** As soon as possible

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