

LOVE TO RIDE



Local Project Manager – Job Spec

We are looking for a Project Manager who can engage stakeholders, workplaces and people in a behaviour change programme to get more people cycling.



Love to Ride



Love to Ride is the online platform that gets more people riding bikes. With over 12 years' experience in delivering successful behaviour change projects right around the world, we have a solid reputation as a specialist social business creating positive change.

As well as encouraging existing riders to ride more often and commute by cycle, we also support people returning to or new to cycling. Using seasonal interventions, online engagement, workplace and public events, we achieve change by deploying a broad and varied set of techniques and behavioural methodologies, whilst also providing information, incentives and encouragement to overcome real and perceived barriers. We then monitor, measure and report on the outcomes.

[Checkout this animation](#) to learn more about how we achieve actual behaviour change:



<https://challengeforchange.wistia.com/medias/7jckx9l8kz>

We believe...

We believe that life is much better when we feel happy, healthy, energised and connected to the people and places around us. We believe riding a bike has so many benefits to us individually, to our communities and our world. We know how great it feels to ride and we want more people to experience this feeling too.

Our Mission

Is to create, maintain and deliver the very best online platform and behavior change programmes in the world, that are proven to get more people riding bikes more often. The rest will follow.



Background

The Local Project Manager (LPM) will work across Gateshead to promote and support our flagship year-round programme – Ride 365. This includes Cycle September (previously the National Cycle Challenge), the centerpiece of our annual programme in the UK. Since 2019 this has become the ‘Global Bike Challenge’ as it is now delivered in 12 countries. The project in Gateshead is being delivered in partnership with Gateshead Council.

Cycle September is a fun, free competition between workplaces and individuals to see which can encourage the most employees and people living or working in Gateshead to cycle. The organisations and departments that earn the most points for riding and encouraging will win. There are 7 size categories to level the playing field and incentives and rewards for individuals who play an important role in making the programme successful. Points are heavily weighted towards encouragement because we’re all about getting more people on bikes.

The Scope of Local Project Manager role

The purpose of the LPM is successfully to deliver the Ride 365 and Cycle September programme by building relationships with key contacts at workplaces large and small, encouraging as many organisations, departments and people as possible to take part. They will also work with community groups and stakeholders in the Gateshead region. A main aim of this role is to encourage 50 businesses and 1,500 people to participate, of which 300 participants are ‘new-riders’ or ‘non-riders’. The focus will be on using existing riders to encourage new or inexperienced riders to participate.

Roles and Responsibilities

The primary roles and responsibilities of the LPM are to:

- Encourage organisations to register and participate. This will involve: contacting workplaces by phone, email and in person (with both warm and cold leads); giving presentations; meeting with relevant staff & selling in the concept of Love to Ride; supporting media activity; distributing marketing materials to bike shops & co-promoters, on cycle paths & on parked bicycles; promotion at local events etc.
- Act as a central liaison for stakeholders and project partners, developing and maintaining effective working relationships and providing regular progress reports.
- Contact and engage local partner organisations and encourage them to promote the Challenge externally to their local networks.
- Source and manage locally sponsored incentives and prizes.
- Identify suitable ‘Champions’ within participating organisations, develop effective working relations with them and provide on-going support so that they can promote Love



to Ride internally and succeed at getting a high number of colleagues participating in the programme.

- Deliver registration packs to Champions at registered organisations and brief all Champions.
- Provide excellent customer service to all participants and workplace Champions.
- Contact and deliver prizes to the winning individuals and organisations.
- Carry out monitoring activities to help evaluate the programme, e.g. collection of case studies, monitoring numbers at events.
- Carry out any other duties defined by the Senior Project Manager that may be necessary to further the aims of the programme.
- Work alongside the client teams to deliver a highly effective programme of activity

Person Specification



As the LPM, you will be a friendly people-person who is excellent at building relationships and capable of presenting and selling Love to Ride professionally. An enthusiastic, quality driven self-starter, you will also have a can-do attitude and a structured approach to your work. The ideal candidate will have the following skills and experience:

- Excellent interpersonal and communication skills
- Strong sales and presentation skills
- Strong organisational skills, with a target-orientated approach
- Experience in project management and delivery
- Dedicated 'make it happen' attitude
- Effective at developing and maintaining relationships at all levels
- Confident to work independently
- Knowledge and ability to cycle safely
- Knowledge of the region and business sector
- High degree of IT literacy and use of online applications and tools
- Ability to communicate and collaborate effectively with people in a wide range of workplace settings, from large public services and corporates to SMEs and local businesses and communities and other local groups

Reporting and working locations

The LPM reports to the designated Manager at Love to Ride. However, the role is best facilitated from an appropriate regional base, such as the client offices or cycling hub for example. This is dependent on the recruited individual(s) and availability of desk space. Some home office and/or remote office working may be required, so this role will suit someone who generally has a flexible approach to their working environment.

Remuneration

This position is a fixed term contract for an independent contractor working over a 4-month period from July to October 2020. Some extra days may be required thereafter.

The contract involves a minimum of 40 days at 2-3 days a week for 14 weeks for a fixed fee of £5,000 plus a performance-based bonus of up to £1,000. The package is the pay equivalent of a £32,500 p.a. pro rata salary.



How to apply

Visit our recruitment pages for more information: <https://blog.lovetoride.net/recruitment/>

In Summary

If you think you would be a perfect match for this role, we look forward to hearing from you soon.

Have fun!

With any questions, please contact jobs@lovetoride.org