



LOVE TO RIDE



Local Project Coordinator – Job Spec

We are looking for a Project Coordinator 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 in cities, regions and communities right around the world, we have built a solid reputation as a specialist social business creating positive change.

As well as encouraging existing riders to ride more often and commute by bike, we also support people returning to or new to cycling. To achieve high levels of engagement and develop a behavioural change approach we deliver seasonal interventions within an established year-round encouragement programme - known as Ride365. We include online and business engagement, social marketing and support on-the-ground events, achieving 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 that riding a bike has so many benefits to us individually, to our communities and to our world. We know how great it feels to ride and we want more people to experience this feeling and benefit from it too.

Our Mission

Is to create, maintain and deliver the very best online platforms 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 Coordinator (LPC) will work in the Greater Manchester (GM) region 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 is the ‘Global Bike Challenge’, now successfully delivered in 12 countries. The project in GM is being delivered in partnership with Transport for Greater Manchester.

Cycle September is a fun, free competition between workplaces and individuals to see which can encourage the most people living and/or working in the region to cycle. The organisations and departments that earn the most points for riding and encouraging or secure the highest percentage of engaged and participating staff 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.

The Scope of Local Project Coordinator (LPC) role

The purpose of the LPC 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 Greater Manchester region. A main aim of this role is to encourage businesses and people to participate, of which 25%+ participants are ‘new-riders’ or ‘non-riders’. The focus will be on using existing riders to encourage new or inexperienced riders to participate. Targets will be agreed with your manager.

LPC role and Coronavirus

Love to Ride are rapidly developing resources and platforms to respond directly to the pandemic and also ensure that the most can be made from promoting cycling, especially in these times when so many people are (re)discovering the bike. This development work may impact the style of delivery and to some extent the role and remit itself. We will work closely with you to determine this and keep you up to date and informed with all changes.

We will be developing online training sessions for new riders and our LPCs will be able to use their expertise to support these sessions. The required contact elements of your work such as engaging with businesses and supporting events for example, will be fluid and evolve over the course of this contract.

Meetings can be online and by phone rather than in person and in line with current government guidelines, including always following physical distancing guidelines and best practices. There will be some additional requirement to host online video meetings so the required set up for this and skills to effectively execute meetings using this format will be essential.



Please note: this JD may include tasks that are not necessarily achievable in the current or any future periods of lockdown. We will use technology to adapt to the circumstances.

Roles and Responsibilities

The primary roles and responsibilities of the LPC 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 Coordinator 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 LPC, 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
- Ability to host online video meetings and the required set up to successfully utilise this meeting format with single or multiple delegates.

Reporting and working locations

The LPC 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. Home office and/or remote office working will be required, so this role will suit someone who generally has a flexible approach to their working environment. Working patterns will be regularly reviewed in line with the latest government guidelines and to enable the role to be as effective as possible.

Remuneration

This position is a fixed term contract for an independent contractor working over a 5-month period from July to October 2020.

The contract involves a minimum of 62 days for a fixed fee of £7,750. 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