



Cycle Sisters Communications & Media Lead Contractor Role Description

Contract type: Self-employed

Contract: 40 hrs per month. Hours can be worked flexibly but need to include some time during weekday standard working hours and ability to occasionally attend evening/weekend events

Duration: Initial 1 year contract with opportunity to extend

Rate: £23 per hour

Location: Home-based within London with ability to travel to occasional events as required

Reporting to: Programmes & Partnerships Lead

About Cycle Sisters:

Cycle Sisters is an award-winning charity which inspires and enables Muslim women to cycle. We are passionate about ensuring everyone has access to cycling without having to compromise cultural or religious values. We run women-only cycle groups around London which are led by a team of volunteer Ride Leaders who act as role models and provide support. For more information about Cycle Sisters: www.cyclesisters.org.uk.

Purpose of the role

Alongside our primary activity of running cycling groups and lessons, Cycle Sisters recognises the importance of increasing the visibility and representation of Muslim women in the cycling sector through communications and publicity initiatives.

This is a new role to enable us to raise our profile, increase our audience and reach, and position ourselves to build partnerships and secure diverse sources of funding to continue our mission.

Main responsibilities

- 1) Develop and oversee a communications strategy for the organisation including but not limited to, media, events, marketing and advertising, participant and stakeholder communications, and digital and social media.
- 2) Lead on the quality, consistency and development of our brand and key messaging, ensuring it is embedded across our communications and tells the Cycle Sisters' story in a compelling and impactful way

- 3) Act as one of the organisation's main spokespeople and public-facing ambassadors
- 4) Develop and support a pool of volunteers, Trustees and staff to engage in publicity and media opportunities
- 5) Work with Programmes & Partnerships Lead to ensure a regular presence for Cycle Sisters at relevant events
- 6) Build relationships with media outlets and journalists and increase Cycle Sisters' reach and coverage in the media (longer-term objective)
- 7) Develop engaging social media content and oversee a number of platforms including Facebook, Twitter, Instagram, and LinkedIn (working with Admin Coordinator)
- 8) Oversee the content management of our website, taking responsibility for developing and updating content
- 9) Oversee sourcing and managing stories, case studies, photos and videos
- 10) Work with the Programmes & Partnerships Lead to develop strong relationships and partnerships with key stakeholders

Person Specification

Essential

- Educated to degree level or equivalent experience - preferably in communications or related field
- At least 5 years' experience of working in the field of PR, Communications, Media or Marketing, and able to demonstrate knowledge of a broad range of communications activities and channels
- Experience developing narratives and messaging for diverse audiences and across multiple channels with a focus on creating compelling stories
- Excellent written communication skills including copy-writing skills and attention to detail
- Confident at public speaking in a variety of contexts including in front of the camera
- Knowledge and understanding of digital and social media trends and platforms including Facebook, Instagram, Twitter and LinkedIn
- Experience producing digital content using software and tools such as Wix, Mailchimp, Canva, Photoshop.
- Excellent administrative skills with ability to use Microsoft and Google applications (Word, Excel, Google Drive, Gmail etc)
- Excellent organisational skills with the ability to plan ahead, prioritise workloads and work independently with minimal support
- Experience and understanding of Muslim and diverse communities and of the networks and stakeholders Cycle Sisters aims to engage with, with the ability to represent our target audience publicly
- Experience of and passion for cycling, active travel or sport in general

- Commitment to the aims and values of Cycle Sisters including inclusion and diversity

Desirable

- Experience of working or volunteering within the charity sector
- Experience with website content optimisation (SEO) and using Google Analytics.
- Graphic design skills

To apply

Send the following to sarah@cyclesisters.org.uk:

- CV
- Cover letter (max 2 pages) outlining how you meet the person specification
- Any relevant samples of your work e.g. media interviews, videos, written content, social media content

The deadline for applications is **midnight, Monday 1st January 2024**.

Shortlisted applicants will be notified and sent a test in early January. Interviews will take place after this for candidates progressing from the test stage. We are looking for someone who is ideally able to start within one month of being offered the position.

Please note that we are only able to accept applications from female applicants due to the nature of our organisation and cause including the fact that the successful candidate would be required to interact with, represent and work within women-only spaces.

We are unable to provide feedback to candidates who are not shortlisted due to the volume of applications.