



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. We make it easy and fun to encourage our friends and co-workers to ride.

We also support people new to riding to ride more often. Providing information, incentives and encouragement to overcome their barriers.

[Checkout this animation](#) to learn more:



<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 good it feels to ride and we want more people to experience this feeling too.

Our Mission

To provide the best online platform and programmes in the world for getting more people riding bikes.



Background

The Project Manager will work across North East Lincolnshire to promote and support Cycle September (previously the National Cycle Challenge), the centrepiece of our Year of the Bike programme in the UK.

Cycle September is a fun, free competition between workplaces to see which can encourage the most employees to cycle. The organisations and departments that earn the most points for riding and encouraging will win. There are 6 size categories to level the playing field.

Scope of Project Manager

The purpose of the Project Manager is successfully to deliver the Cycle September programme in North East Lincolnshire by building relationships with key contacts at workplaces big and small, encouraging as many organisations, departments and people as possible to take part. The primary aim is to engage 200+ workplaces and encourage 4,000+ people to participate, of which 500+ participants will be 'new-riders' (there are already 134 organisations and 3,385 people registered on the site). The focus will be on using existing riders to encourage new or inexperienced riders to ride a bike in September.

Roles and Responsibilities

The primary roles and responsibilities are to:



- Encourage organisations to register and participate. This will involve: contacting workplaces by phone, email and in person (with both warm and cold); giving presentations; meeting with relevant staff & selling in the concept of Love to Ride; running media stunts; 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 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.

Person Specification

As a Project Manager, 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

Reporting

To the Senior Project Manager at Love to Ride.

Pay

This position is a fixed term contract over a four-month period from June - October, working for at least 40 days for a fixed fee of £5,000 plus a performance based bonus of up to £1,000. Full package is the equivalent of a £33,500 p.a. pro rata salary. For the right candidate there may also be further Project Management opportunities.



How to apply

A big part of this role involves engaging people and businesses and selling them on the idea of Love to Ride. One of the quickest ways that we can assess your suitability for this role is for you to submit a 60-90 second video telling us about yourself, your experience and why you think you would be perfect for the role.

Your video certainly doesn't need to be anything fancy. There is no need for graphics, intro slides, etc. A simple, single-shot video of you talking directly to the camera, using a smart phone or webcam, will be perfect.

You can upload the video onto YouTube (or similar) or email it to jobs@lovetoride.org by midnight on June 12 (the bicycle's 200th birthday!), along with the application form which is available to download from our recruitment page: blog.lovetoride.net/recruitment

The deadline for videos and applications is Monday 19 June, interviews to take place as soon as possible thereafter.

For any questions, please contact jobs@lovetoride.org

In Summary

If you think you would be a perfect match for this role, we hope you enjoy making your video and we look forward to hearing from you soon.

Have fun!

The Love to Ride Team



LOVE TO RIDE



