

LONDON CYCLING CAMPAIGN

Marketing Communications Officer

Job Description & Person Specification

Contract: Permanent

Hours: Full time

Salary: Grade 26 / £33,518

Start Date: July 2024

About LCC

LCC is a cycling charity and the largest urban cycling campaign in the world. We have over 20,000 supporters, including 12,000 members and 30 borough groups. We believe that making cycling the number one transport choice for every-day, local journeys will generate immense environmental, health and economic benefits for London.

To be genuinely effective in campaigning for all Londoners who want to cycle, we need to be representative of London at every level within our organisation; equality, diversity and inclusion must be integral to all we do. However, we recognise that we are not there yet. We will strive to increase the diversity of our staff, trustees and volunteers to ensure our voice is strong and inclusive.

About the Role

LCC is searching for an enthusiastic Marketing Officer to help deliver its exciting plans for growth. This is a key position in our marketing and membership team – helping to increase visibility of the organisation; build awareness of its campaigns and behaviour change projects; and persuade cyclists to make donations and join LCC.

You'll have developed some experience in marketing and communications already, while also being keen to learn and develop new skills. Key responsibilities include coordinating LCC's presence at events, coordinating LCC's challenge events programme, overseeing email marketing, and contributing to delivering a busy programme of digital communications and social media.

Beneficial skills and experience include copywriting and editing, email marketing, publishing content to websites, and using social media in a professional capacity. Experience with Meta Business Manager and Google AdWords will be beneficial too. On top of this, LCC's new Marketing Officer will bring a dynamic, can-do, entrepreneurial spirit to their work.

Hours and place of work

LCC is pleased to offer hybrid working arrangements with the opportunity to work remotely for up to three days per week combined with working from our office near Chancery Lane for two days per week.

LCC offers a range of flexible working opportunities and will seek to accommodate requests where consistent with role responsibilities. We operate flexible start/ end times with core hours being between 10:00 & 12:00 and 14:00 & 16:00.

You should expect to undertake some occasional out of hours and weekend work and you will be able to claim Time off in Lieu.

Accountabilities

Reports to: Senior Digital Communications Officer

Responsible for: Email Marketing, Challenge Events, Events

Manages: N/A

Team: Marketing and Membership Team (Head of Marketing & Membership, London Cyclist Editor, Senior Membership Officer, Membership Office, TBC)

Key Responsibilities

- Co-ordinate a programme of fundraising challenge events.
- Plan and organise LCC's presence at cycling events.
- Curate and edit monthly email newsletters for members and supporters.
- Coordinate email marketing campaigns to publicise and drive engagement with campaigns and behaviour change projects.
- Use Google AdWords to drive traffic to the LCC website.
- Contribute to LCC's members' magazine – *London Cyclist*
- Lead on publishing *London Cyclist* content to the LCC website.
- Support the Senior Digital Communications Officer in delivering digital communications, media, and social media plans and activities.
- Contribute to delivering the social media plan including representing LCC at events.
- Champion strong and consistent implementation of the LCC brand.

Beneficial skills, experience and knowledge

- Experience of supporting delivery of marketing communications campaigns and activities.
- Experience of delivering marketing events.
- Experience of managing web content in WordPress or a similar CMS.
- Experience using analytics to monitor and evaluate the performance of social media and websites.
- Experience of using email marketing software to test, send and analyse email marketing campaigns.
- Excellent copywriting, editing and proof-reading skills.
- Ability to establish, develop and maintain relationships and negotiate with diverse stakeholders.
- Ability to both lead and take the initiative and work collaboratively as part of a team.
- Excellent organisational skills with the ability to organise and plan workloads and priorities to deliver objectives on time.
- Knowledge of cycling, environmental sustainability and urban transport issues.
- Experience of delivering inclusive communications.

Terms

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Salary: Grade 26 / £33,518

Pension: LCC pays an 8% non-contributory pension

Holidays: 25 days per annum pro rata plus 3 days between Boxing Day and New Year's Day

Notice period: TBC