

JOB DESCRIPTION: COMMUNICATIONS MANAGER, BIKE AUCKLAND

Bike Auckland believes more people on bikes makes for a better Tāmaki Makaurau Auckland for everyone. We push for positive change on behalf of everyone who rides a bike – and everyone who would love to give it a go. Our goal: a vibrant, connected, and climate-friendly region which enables us to be good kaitiaki (guardians / stewards) for Papatūānuku (Earth). We are a registered charity and a member-based incorporated society.

The purpose of this role

To grow the voice of the movement, increasing the reach and impact of Bike Auckland's mahi (work) by planning and delivering high value and influential communications in Tāmaki Makaurau Auckland.

Responsibilities

- Lead on our communications strategy and deliverables
- Work with our core team to support our various work streams with communications ideas and strategy
- Coordinate activity and engagement across our website, social media, E-newsletter, and to the wider media
- Empower our campaigns with strong comms strategy and collateral
- Produce engaging content to promote our programmes, events, and activities
- Collaborate with and manage comms volunteers and contractors, as needed
- Build and maintain relationships with external media and communications stakeholders
- Seek opportunities to tell our story and connect with Aucklanders across the region

Values:

- Passionate about the many benefits of empowering more people to ride a bike, both individually as well as for whānau and the wider community
- A belief in the power of collective advocacy to create positive change
- Committed to diversity and inclusion. A desire to reduce barriers to inclusion for disabled and mobility impaired, LGBTQI+, and ethnic communities

Attributes:

- Flexible – we make plans, but we also react fast when opportunity presents itself
- Self-motivated, with a can-do attitude
- Collaborative and communicative
- Well organised, with attention to detail
- A problem-solver who takes the initiative
- Patient and persistent with a healthy sense of balance - working in advocacy requires stamina!

Skills and experience:

- You are an inspirer - able to rally audiences around a purpose with clear and engaging words and images
- You are experienced at creating next-level communication strategies - and putting them to action!
- You are tech savvy, proficient in managing social media and using Google suite - and able to pick up new digital tools fast!
- Your strong editing and proofreading skills, and attention to accuracy, turn rough drafts into sparkly finished pieces
- You are alert to opportunities that can be seized as they arise, and can pivot and reprioritise as needed

Other desirable skills and experience:

- Prior experience with advocacy and campaigns
- Media experience
- PR or marketing experience
- Simple video recording and editing skills
- Basic layout and design skills, such as using Canva
- Basic skills with Wordpress or similar
- Familiarity with Te Ao Māori and experience working with Pasifika and Māori communities

We welcome other skills and experience. Let us know about what you can offer, and we can shape the role around you!

Note: This role is flexible; while a small amount of travel around Tāmaki Makaurau is important, there is the opportunity to work from home or from our coworking space. While your schedule is largely managed by you, occasional weekend and evening work is required.

Relationships

Internal

- Bike Auckland exec team; 'the Crew'
- Bike Auckland Chief Biking Officer
- Bike Auckland Chair and Board
- Bike Auckland members and supporters
- Bike Auckland volunteers

External

- Transport agencies
- Government and Council
- Media
- Partner organisations
- Community groups

Job dimensions

Directly reports to Chief Biking Officer

Type of contract

Permanent employee, 20 - 30 hours per week.

Expected pay range; 50,000 - 65,000 per annum