



# NOTTINGHAM BIKEWORKS

Units 1-3 Ayr Street Workshops, Ayr Street, Nottingham NG7 4FX. Tel: 0115 9792433

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*Volunteers provide valuable support to Nottingham Bikeworks. You will have the opportunity to get involved in our bike community workshop's activities; meet new people, gain new skills; and discover more about bikes.*

## Communication volunteer

Communicate the events and mission of Nottingham Bikeworks via all the media and channels available, e.g. print, digital, social.

**Role Description:** Communication volunteer

Jointly communicate the events and mission of NBW.

**Main point of contact/Reports to:** Director

**Commitment:** minimum 6 hrs per month

**Location:** NBW

### Main activities/tasks:

- Reach out to new audiences and work on the creation of a marketing plan
- Manage email database and promote our work to Nottingham colleges, schools, bike groups, community groups, etc.
- Newsletter
  - Compose and send one e-newsletter per month via MailChimp
- Website & Social Media
  - Compose and post one (or more) blog posts per month
  - Seek, edit and post blog posts from other contributors
  - Update social media, i.e. Facebook & Twitter
- Flyering and other advertising
  - Ensure flyers are distributed to local shops
  - Post all courses and workshops on promotional and listing websites
- Photography, Graphics & Design

- Be responsible for (photo) graphic images on the website and update these throughout the year
- Create and disseminate graphic images for promotions and events
- Order new flyers and posters as needed
- Take photographs of the workshop and events and post on Instagram

### **Experience/Skills:**

- Essential:
  - Ability to use online communication(email, twitter, facebook)
  - Good general knowledge of our aims and activities
  - Enthusiasm about bicycles and environmental issues
  - Flexibility and capability of working independently
- **Desirable**
  - Knowledge of wordpress and MailChimp
  - Knowledge or experience with graphic design and marketing
  - Good writing skills and the ability to write with an-engaging and friendly style

### **Training provision:**

- Induction covering health and safety, fire safety, workshop layout and procedures
- Training in MailChimp and Wordpress
- Support for other communications tasks

### **Training opportunities:**

- Free access to the workshop during open workshop sessions
- 20% off all our courses

### **Additional Benefits:**

- Inclusion in the Nottingham Bikeworks volunteer community
- Supporting your local bike community project
- 20% off all stocks, parts, accessories, etc.

**To apply for this position fill in the application form and send it to:**

**[admin@nottinghambikeworks.org.uk](mailto:admin@nottinghambikeworks.org.uk)**