



Job Description
Forth Environment Link
Active Travel E-Bike Share Officer



Reports to: Falkirk Active Travel Hub Coordinator

Salary: £24,250

Hours: 35 hours per week

Fixed term Contract: Until 31st March 2020, extension of contract subject to the confirmation of additional funding

Location: Based at Falkirk Active Travel Hub, 201 - 203 High Street, Falkirk FK1 1DU

Application Deadline: **Midday on Tuesday 19th February 2019**

Interview Dates: **Week commencing 11th March 2019**

Organisational Overview:

Forth Environment Link (FEL) is a Scottish environmental charity leading the way on connecting people and place. FEL supports more day to day journeys on foot or by bike; encourages more local food to be grown and eaten in our communities; and helps increase the lifespan of our everyday items. The following values underpin our activity as an organisation:

- People first** - Investing in our team to ensure we can provide tailored support where it is needed most.
- Enabling** – Delivering activity in a way that is practical, easy to understand and accessible to everyone.
- Collaborative** - Ensuring we work in partnership to add value where we can.
- Innovative** - Testing and developing new ideas and being a catalyst for change.
- Passionate** – Demonstrating a love for the environment and our place within it in everything we do.
- Fair** – Working in a way that is inclusive and reflects the needs of the people and communities we work with.

Our strategic approach reflects our ambition as an organisation and recognises the role third sector will perform in delivering national outcomes at a local and regional level.

FEL is working in partnership with bike sharing company Bewegen Technologies to establish the UK's first cross regional electric bicycle scheme. Bewegen is a Canadian company that has created an innovative bike share system featuring world-class electric-assist bicycle technology.

Job Purpose: Working as part of FEL's Active Travel team, you will work closely with key local stakeholders to deliver, promote and support Forth Bike, the public e-bike share provision and it's development in Forth Valley and more widely. You will take a lead on developing the Forth

Bike promotion and marketing program, working closely with the service provider, Bewegen, and its subsidiary WeGoShare. You will ensure the scheme operates effectively, providing the best possible service for stakeholders and the public.

In line with Scottish Government's Active Travel ambition to '*subsidise bike hire for jobseekers, modern apprentices, young people and students*', you will also increase access to and participation in the scheme by leading initiatives to secure corporate memberships and introducing e-bike share access/subsidy for harder to reach or disadvantaged groups.

As part of FEL's Active Travel team you will support the work of Stirling and Falkirk Active Travel Hubs providing cycle and walking-related information and referral services to the public as well as planning and delivering outreach activities.

DUTIES AND RESPONSIBILITIES

CORE ACTIVITIES

Management

- Key individual responsible for overall management of the Forth Bike system, serving as the centralized source of authority who will supervise all aspects of the cycle hire.
- Interact with Bewegen and the team in charge of local operations to ensure a smooth functioning of the cycle hire.
- Evaluate the performance of the cycle hire using Bewegen's back office system and issue recommendation to increase the ridership.

Communications/Outreach

- Develop excellent working relationships with key partners including Falkirk, Stirling and Clackmannanshire Councils and NHS Forth Valley.
- Ensure that all local partners, through the co-ordination of a local bikeshare forum, have the opportunity to connect with Bewegen and shape the development of the scheme.
- Work with Forth Environment Link's other Active Travel officers and staff to link the development of bike share to other areas in which we work and explore opportunities to expand and develop the Forth Bike scheme across Scotland.

Marketing

- Work with partners to market, promote and support Forth Bike, maximising the numbers of journeys made by e-bikes, and take the lead on the developing subsidised access to Forth Bike for harder to reach groups.
- Look for and develop opportunities to grow Forth Bike in the region, including sourcing funding streams and supporting communities to deliver bike share in their area.
- Maintain up-to-date awareness of the Forth Bike system's performance and serve as the first point of contact for all information requests (e.g. media).

ADDITIONAL ACTIVITIES

- Support FEL's Active Travel Hubs to provide cycling and walking related information and advice to the public, including information on cycle and walking routes, services and activities.
- Work in partnership with local community groups to promote and increase active travel.
- Participate in local events and partnership events to promote FEL's wider active travel agenda.
- Promote FEL's Active Travel Hubs and encourage participation through a range of communication channels including using social media.
- Contribute to the development and upkeep of FEL's Active Travel Hub websites, events diaries, blogs and monthly mail outs.

- Responsible for the tidy up-keep of the Falkirk Active Travel Hub; including re-stocking maps and leaflets, keeping notice board up-to-date, and housekeeping.
- Handle cash and financial administration relating to the sale of cycling related products, maps and event takings.
- Work closely with Forth Environment Link's other programmes and initiatives.
- Carry out other any other duties, which may reasonably be required in light of the main purpose of the job.

QUALIFICATIONS

- Educated to degree level or equivalent, with two years' experience in a supervisory/management role (E)

KNOWLEDGE/EXPERTISE

- Passion for and knowledge of cycling, walking and all forms of active travel (E)
- Experience in community development (E) Proven ability to outreach to individuals and groups and build relationships and partnerships (E)
- Experience with customer service provision (E)
- Social media expertise including knowledge of relevant apps (E)
- Experience with websites and content management systems (D)
- Project Management Professional (PMP or equivalent) (D)
- Proven marketing and/or communications experience (D)

SKILLS/ABILITIES

- At least 2 years of experience in a supervisory/management role (E)
- Excellent verbal and written communication and interpersonal skills (E)
- Excellent organisational skills (E)
- Excellent community development and partnership building skills (E)
- Strong computer skills (E)
- Ability to work independently and as part of a small team (E)
- Ability to deliver outcomes within timeframes (E)
- Ability to promote services using a range of tools including web-based (D)
- Ability to carry out basic bike mechanics (D)

PERSONAL ATTRIBUTES

- Passionate about Active Travel (E)
- Enthusiasm and commitment (E)
- Problem solver with a hands on approach (E)
- Flexibility (E)
- Energetic and proactive (E)
- Creative thinking and foresight (E)
- Confident Cyclist (D)

E = Essential

D = Desirable