

*The Broken Spoke Bike Co-op is a social enterprise that aims to address social inequality, create a healthier environment and strengthen the culture of bicycling in Oxfordshire by teaching people from all backgrounds to become self-sufficient and proficient in bicycle maintenance and riding.*



## **Role Description:**

### **Communications Team**

Jointly communicate the events and mission of the Broken Spoke.

**Main point of contact/Reports to:** Executive Directors (Elle Smith and Sam Chappell)

**Times and commitment:** minimum 6 hrs per month

**Location:** Oxford

**Meetings:** First Wednesday of the month

#### **Main activities/tasks:**

- Newsletter
  - Compose and send one e-newsletter per month via MailChimp
- Website & Social Media
  - Compose and post two (or more) blog posts per month
  - Seek, edit and post blog posts from other contributors
  - Phase the website throughout the year and manage user interaction and flow
  - Update social media, i.e. Facebook & Twitter
- Flyering and other advertising
  - Ensure flyers are distributed to local shops
  - Post all courses and workshops on DailyInfo and other promotional 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 Flickr
  - Reorder t-shirts as necessary and design one new t-shirt per year
- Manage email database and promote our work to Oxford colleges, schools, bike groups, etc.

#### **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
  - Excellent writing skills and the ability to write with a humorous, engaging and friendly style

**Training provision:**

- Training in MailChimp and wordpress
- Support for other communications tasks

**Benefits:**

- A chance to play an essential role in a young social enterprise creating change locally with a large degree of autonomy in your own work and the ability to participate in decision-making
- A chance to work with an energetic team that is passionate about cycling and the environment
- Inclusion in the Broken Spoke volunteer community
- Opportunities for mechanics skills development
  - Free access to Friday night bike mechanics skillshare sessions
  - Free access to the workshop during open workshop sessions
  - 10% off all our courses
- 10% off all stocks, parts, accessories, etc.