

# WALKRIDE GM

## Making Walking and Cycling the natural choice



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### Community Projects Co-ordinator (Active Travel)

#### Job Description & Person Specification

| SALARY  |
|---|
| £30k  |
| DURATION OF THE POST  |
| 12 months, full time 37 hours – this post is open to job share.                 |
| BUSINESS UNIT   |
| Communities Team  |
| LOCATION  |
| Trafford Ecology Park & Chorlton & some home working                            |
| ACCOUNTABLE TO  |
| Walk Ride GM CIC director   |
| TEAM  |
| This role works alongside a second project co-ordinator, employed by Groundwork |

## OVERVIEW OF THE POST

WalkRide Greater Manchester is a community interest company focused on promoting active travel across the Greater Manchester area. Its principal objectives are:

- To promote the development and use of high quality walking, cycling and active travel infrastructure within the Greater Manchester region;
- Support the use of walking and cycling to improve the physical and mental health and wellbeing of the Greater Manchester community;
- Promote active travel options to all residents of Greater Manchester; and
- Support and develop Bee Network and other submissions in conjunction with local WalkRide groups across the region.

As part of our campaign activity, and working with partners in the Chorlton Climate Action Partnership, we have been successful in securing National Lottery Climate Action Fund investment. The programme aims to help create a permanent shift in the way people move around the Chorlton area, increasing walking and cycling and enhancing our local neighbourhood in favour of people.

This post is funded by the National lottery Climate Action Fund.

## ROLE & MAIN PURPOSES OF THE POST

- The Project Co-ordinator is responsible for the development and delivery of high quality community led projects within the Chorlton Climate Action Partnership work programme, ensuring impact targets are achieved and projects are delivered within budget and on time.
- Embedded within the Chorlton community, they will build on the work already undertaken by local community groups to create a more engaged overall community, and wider and stronger climate action movement.
- They will build the case and groundwork for reduced car journeys in Chorlton, using data, knowledge of the community, vehicle patterns and personal journeys to help the community find solutions to the traffic, pollution and emissions problems faced
- They will champion sustainable travel, sharing learning and drawing on local, national and international best practice, including across the Walk Ride GM network & wider Active Travel movement in the North of England and beyond

### Key purposes of the post are:

1. Establish the project in the community with a clear brand and strong online and offline presence.
2. Ensure the co-design and delivery of three pilot projects: high street, school street and residential street, working closely with partners.
3. Engage local residents young and old, local traders, and diverse people and groups in climate action conversations, finding effective ways to engage those not currently, and widening the pool of local activists .

4. Use different methods to meaningfully engage & inspire the community, especially with regard to those who are currently driving short journeys and could change to other means if conditions were right for them, understanding why change may be hard and the techniques to help
5. Provide climate action expertise within the community, providing advice, information and connections on active travel - but also provide 'signposting' on a range of climate issues from low-carbon housing to food
6. Develop and maintain written communications, including social media, newsletter and web text, graphic and video content, to encourage engagement, report progress, connect and grow community understanding and share learning.
7. Collect project monitoring and evaluation data as required - and when needed act on what it shows; as well as curate relevant reports and information from across the sector for internal and/or external use, supporting reporting and sharing learning.
8. Hold external community or communication activities, such as public webinars or indoor/outdoor events (ensuring they are carried out with all relevant health and safety and other guidelines including Covid19) and support the delivery of the community traffic surveys (Open Data MCR)
9. Engage with key stakeholders - Partnership and Community Board - including preparing and delivering insight reports to the new Community Board, and help with preparing agendas/actions
10. Engage with climate action work and organisations across Manchester and Greater Manchester and beyond to leverage the work being done for the benefit of this project and wider Chorlton climate work

## PERSON SPECIFICATION

### Essential experience:

- Experience of change projects and how to engage effectively to 'win hearts and minds'
- Delivering walking and cycling community projects - including increasing those who choose to walk and cycle
- Building and maintaining networks and partnerships, engaging with new and existing partners.

### Desirable experience:

- Producing strong external communications content including effective methods for different social media channels
- Completing effective monitoring and reporting activities for both internal and external audiences;
- Engaging different minority audiences

### Essential knowledge, skills and qualifications:

- Knowledge & experience of behaviour change and change generally, and demonstrable evidence of putting different methods into practice including effective techniques for opponents/less engaged
- Good knowledge of current sustainability issues, climate mitigation measures and of global, national and local structures and sources of information, particularly but not limited to transport
- Strong organisational / project management skills;

- Ability to be a proactive self-starter, as well as work well in a small team
- Strong communication skills, including digital and ability to write, visualise and present succinct summaries and/or imagery of complex data and information for diverse audiences;
- Computer literacy with a practical experience of using MS Office, visual tools such as Photoshop and social media channels and willingness to learn and use other software packages, including an in-house financial management system;
- Influencing and motivating skills; able to inspire people to be part of the solution to climate change;

#### **Desirable knowledge, skills and qualifications:**

- Knowledge of the communities and key stakeholders in Chorlton or /and Manchester;
- Knowledge of other projects in Greater Manchester to draw from and connect to;
- Knowledge and connections to other sectors that benefit from active travel - including public health, place-making and the natural environment
- A broad understanding of the economic and social needs of diverse communities;
- A broad understanding of the economic and social needs of diverse communities;
- Awareness of models of good practice locally, nationally and internationally to draw on;
- Relevant further/higher education in community work, sustainability or other relevant subject.

#### **Values and ethos:**

- Commitment to an agile project/team culture of 'learning in action' to ensure the team/project learns the most it can from its work in the community and adapts accordingly
- Commitment to inclusion and team-work
- A commitment to the delivery of high quality services and value for money
- Passion for inclusive Active Travel and engaging people not currently cycling or walking much
- A commitment to low-carbon ways of working

#### **ADDITIONAL FACTORS**

- Able to work outside of normal office hours within a flexi time / time off in lieu system.
- Environmentally aware and sympathetic to the aims and ethos of Walk Ride GM and other partners.
- Desire to help grow Walk Ride GM as a campaign network and ensure legacy of the project
- Undertake training and development deemed necessary for the pursuance of the post.
- Comply with the Trusts Policies and Procedures including, but not exclusively, Equality, Diversity and Inclusion, Data Protection, Health and Safety and Environment.

This role may be subject to a Disclosure and Barring Service (DBS) check.

Prepared By: Claire Stocks, Walk Ride GM director, reviewed by Chorlton Climate Action Partnership, August 2020.