



Role Description: Communications Coordinator

Direct Report Harrow Cycle Hub Chair; member of the Hub Steering Group

Type of Experience Communications, External Affairs, Cycling

What is Harrow Cycle Hub?

Harrow Cycle Hub is a Charitable Incorporated Organisation (CIO) which aims to enable more people to cycle in Harrow, including:

- Teaching people to ride and maintain a cycle
- Wheels for All: adapted cycles for those who find two-wheelers difficult
- Repairing donated cycles and teaching people to repair them
- Organising led rides and training people to lead them
- Providing information on buying, riding and maintaining cycles
- Working in partnership with organisations who share our aims

Harrow Cycle Hub is a multicultural organisation which welcomes all people irrespective of ethnicity, culture, religion, age, gender, disability or sexual orientation. We rely heavily on volunteers and try to do everything in the right way. Our Trustees and management are accountable to our Members. We have one part-time staff member running our Wheels for All inclusive cycling programme. An active Steering Group, almost all volunteers, runs the charity day-to-day.

Communications

Harrow Cycle Hub is a community-based charity whose stakeholders include users of the services, volunteers, staff, councillors and officers of Harrow Council, health and social care services, partner voluntary organisations, funders, local employers and sponsors.

The Hub now needs a volunteer Communications Officer who will raise the charity's profile, increase engagement with key audiences and help the Hub achieve its aims, working with volunteers who do specific tasks. Current communications include:

- A logo
- Social Media: Facebook, Instagram and X; 5 content admins, photographer, film maker
- A regular newsletter on Mailchimp, reaching 500+ readers
- A basic web page hosted by Mailchimp
- A new website under development
- Publication in local newsletters
- Speaking at events and community group meetings
- A Hub leaflet and business cards produced by a volunteer graphic artist

Communication Coordinator's Responsibilities

- Develop and implement a communications plan across all media
- Stay in touch with the Hub's activities, staff and volunteers
- Review and develop the Hub's branding
- Support and motivate volunteers doing specific tasks
- Use communications to increase engagement
- Take advantage of opportunities for coverage and special events/days, including religious, national and environmental days and current events
- Produce news releases and copy as needed

This is a voluntary role and is unpaid, but it's fun and very rewarding. It could be an opportunity for someone looking to gain experience of motivating people. There is a modest budget for print media, digital subscriptions or other costs.

What Kind of Person do we Need?

Essential

- Enthusiastic about promoting cycling for transport, health and fun
- Professional communications experience, including branding, digital media and writing
- High level of literacy and attention to detail
- Willing to provide references and undertake an Enhanced DBS check

Desirable

- Experience of motivating volunteers
- Presentation skills
- Love of cycling
- Familiarity with creative content production tools such as Canva

How Much Time is Needed?

- Difficult to gauge, but online most days for a few minutes, to keep in touch with our stakeholders; peaks of activity eg around events, producing the newsletter, launching the new website
- Monthly Steering Group meeting, online or in person
- We ask all volunteers to take online Safeguarding training and offer other training opportunities at no cost to the volunteer

Interested? Contact our Chair, Veronica Chamberlain, on chair@harrowcyclehub.org for a chat. We'd love to hear from you!