



Position Description	
Job title	<i>Campaign Cycling Development Coordinator (Part-time)</i>
Reports to	<i>Campaign Manager</i>

Job purpose

To successfully develop relationships with cyclists, cycling groups, and those who run cycling programmes such as councils and sports trusts in order to get their participation (or participation from those in their communities) in campaign activities.

Key Accountabilities

Stakeholder Relations

- Develop an understanding of all types of cycling groups throughout the country including but not restricted to those involved with sports trusts, local/central government staff, recreational, competition, transport and touring cyclists.
- Engage in research to locate key personnel, make contact and develop relationships that will lead to their participation in the Share the road Campaign activities.
- Act as an advisor to cycling stakeholders on all aspects of the campaign's activities.
- Foster effective team work between stakeholders and Share the road workshop contractors.
- Promote the Share the road Campaign to the target audience to increase participation and deliver the sought after behaviour change on our roads.

Workshops and Events

- Work with the Campaign Manager to ensure that Cyclist workshops and events meet the expectations of both stakeholders and the target audience.
- Assist if required in the delivery of Cyclist workshops.
- If required, run Blind Zone Demonstrations at Cycling Events.

Performance Standards

- It will be expected that Cycling Workshops will take place as a result of your interactions with the stakeholders mentioned above. The actual number of workshops that need to take place will be negotiated with the Campaign Manager..
- Regular travel will be required around New Zealand to meet stakeholders face to face. Again this will be negotiated with the Campaign Manager.

Qualifications

- A strong background in sales and customer relations/management will be of great advantage.
- Experience and qualifications in the field of cycle skills instructing would be useful but not a requirement.
- Knowledge of current sector challenges and opportunities relating to the campaign.
- Intermediate level computer skills, including Excel, essential.
- Familiarity with the use of social media channels.

Experience

Essential

- Experience in a sales or promotional role will be a requirement


Preferred

- Experience in a voluntary sector campaign would be helpful.

Competencies

The Campaign Cycling Development Coordinator should demonstrate competence in the following:

- Adaptability: Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- Relationship Building: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the campaign.
- Effective Communication: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- Organisation: Set priorities, develop a work schedule, monitor progress towards goals and outcomes, and track details, data, information and activities
- Focus on target audience needs: Anticipate, understand and respond to the needs of internal and external stakeholders and participants to meet or exceed their expectations within the campaign parameters.
- Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance campaign effectiveness.
- Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the campaign.
- Budget management.

Approved by:	
Date approved:	Nov 21 st 2018
Reviewed:	Nov 19 th 2018