

## Scottish Cycling

### Job Description and Person Specification



<b>JOB TITLE:</b>	<b>Tour de France Grand Départ Social Impact Communications Coordinator</b>
<b>CONTRACT TYPE:</b>	Full-time (37.5 hours per week), fixed term until 31 <sup>st</sup> January 2028
<b>SALARY:</b>	circa £26,000 per annum
<b>OFFICE BASE:</b>	Sir Chris Hoy Velodrome, Emirates Arena, Glasgow
<b>REPORTS TO:</b>	Head of Marketing & Communications
<b>BENEFITS:</b>	5% pension contribution, British Cycling Gold Membership, Occupational Health Scheme, Cycle to Work Scheme, Additional day off on your birthday

**Closing Date:** midnight on Sunday 8<sup>th</sup> February 2026

**Interviews:** week commencing Monday 16<sup>th</sup> February 2026

#### **How to apply:**

Please submit a CV and cover letter outlining how your experience and skills align with the Key Responsibilities and Person Specification by email to [recruitment@scottishcycling.org.uk](mailto:recruitment@scottishcycling.org.uk)

From the playground to the podium and everything in between, Scottish Cycling is the Scottish Governing Body (SGB) of cycle sport. Working across the seven different disciplines of cycling, we are committed to developing a nation of cyclists, maximising participation for all and delivering international success.

Our home base is the Sir Chris Hoy Velodrome, which is a world class facility and regularly hosts many international competitions including the highly successful first ever combined UCI Cycling World Championships in the summer of 2023.

Our mission is to inspire and support everyone to enjoy riding a bike and have the opportunity to realise their full potential. As the largest cycling membership organisation in Scotland, we are the voice of our sport, representing the aspirations of our community. Our strategic plan – Developing a Nation of Cyclists 2.0 – details our mission, vision and golden threads and outlines how we will continue the successful development of cycle sport in Scotland. In 2023, we were proudly awarded the Governing Body of the Year at the Scottish Sports Awards.

#### **ABOUT THE ROLE**

In 2027, Scotland will host the prestigious Tour de France Grand Départ, a momentous event with the potential to create lasting social change. A dedicated project team is being established to drive the development and delivery of a transformative social impact strategy that leverages cycling to improve lives across Scotland.

We are seeking a dynamic, talented, and passionate **Communications Coordinator** to support the digital communications and storytelling that bring the Tour de France Grand Départ social impact strategy to life; inspiring participation, supporting programme delivery, strengthening partnerships, and evidencing impact before, during and after the 2027 Grand Départ.



The post holder will lead on the day-to-day management of all communications activity linked to the Tour de France social impact programme, working closely with the rest of the Scottish Cycling Marketing & Communications team, and the wider social impact team. This is an exciting opportunity to be part of a globally recognised event, raising the profile of cycle sport in Scotland, and deliver lasting change to improve lives across Scotland.

## **KEY RESPONSIBILITIES**

### **Digital Content & Communications**

- Lead the planning, creation and coordination of communications activity across social media, websites and campaign platforms in support of social impact programmes (e.g. girls' participation, schools' engagement, employability, arts & culture).
- Produce high-quality social media style video, photography and written content that captures real-world impact, including participant stories, community delivery, workforce development and partner collaboration.
- Manage and continuously improve digital platforms to ensure content is accessible, engaging and aligned with social impact objectives.

### **Campaign Delivery & Programme Activation**

- Work with the social impact team and communications & marketing team to design and deliver digital campaigns that support programme recruitment, participation and retention.
- Attend stakeholder meetings relating to the social impact programme, reporting back to the social impact and marketing and communications team at Scottish Cycling.
- Coordinate digital communications around key milestones, launches and activations, ensuring messaging reinforces social outcomes and long-term legacy.
- Support communications activity during major moments, including the Grand Départ itself, ensuring consistency with agreed narrative and political context.
- Support local authorities, delivery partners and community organisations with toolkits and content templates to enable consistent local amplification.

### **Impact, Evaluation & Learning**

- Work with the social impact team and communications & marketing team to embed social impact into all digital activity, including case studies, testimonials and visual evidence.

- Use digital analytics and insight to monitor engagement, reach and sentiment, feeding learning back into programme design and delivery.
- Support the production of compelling social impact reports and presentations for funders, partners and stakeholders.
- Maintain a central digital archive of social impact assets to support long-term legacy, reporting and future funding bids.



**Person Specification:**

Competency	Essential	Desirable
<b>Educational, Technical and Professional Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to Degree/HND standard</li> </ul>	<ul style="list-style-type: none"> <li>• A recognised communication or marketing qualification or equivalent relevant work experience</li> </ul>
<b>Relevant Work Experience</b>	<ul style="list-style-type: none"> <li>• Experience within a digital communications or marketing role</li> <li>• Familiarity with a range of social media platforms</li> <li>• Experience of working as part of a team and using own initiative</li> <li>• Computer literate with an excellent knowledge of Microsoft Office applications</li> <li>• Experience of Adobe Pro, Photoshop, Social Media platforms</li> <li>• Experience in developing and delivering projects, products and programmes with attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in filming and creating and editing video content using Adobe, Premier Pro, or iMovie</li> <li>• Experience of supporting events in a communications or marketing role</li> <li>• Experience in creation and publication of social media content on behalf of an organisation</li> <li>• Content management website experience</li> </ul>
<b>Knowledge, Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Ability to demonstrate a methodical, organised and flexible approach to work</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the Scottish Cycling Strategy, Mission and Values</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent interpersonal and customer service skills, with the ability to communicate effectively with a diverse range of people and establish and maintain effective working relationships</li> <li>• Ability to plan, organise and prioritise workload to meet deadlines</li> <li>• Ability to design and process a wide range of media in a corporate and consistent style, paying attention to detail</li> <li>• Commitment to providing a high quality of service</li> <li>• Ability and willingness to learn quickly about the business</li> <li>• Work effectively as a team player</li> <li>• Ability to remain calm under pressure</li> </ul>	
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• A professional and friendly manner</li> <li>• Enthusiastic, hardworking and reliable</li> <li>• Confident with the ability to use initiative and able to work with a minimum of supervision</li> <li>• Flexible approach to working</li> <li>• A passion for sport</li> </ul>	<ul style="list-style-type: none"> <li>• An interest in cycling</li> </ul>
<b>Other</b>		<ul style="list-style-type: none"> <li>• UK driving licence</li> </ul>