

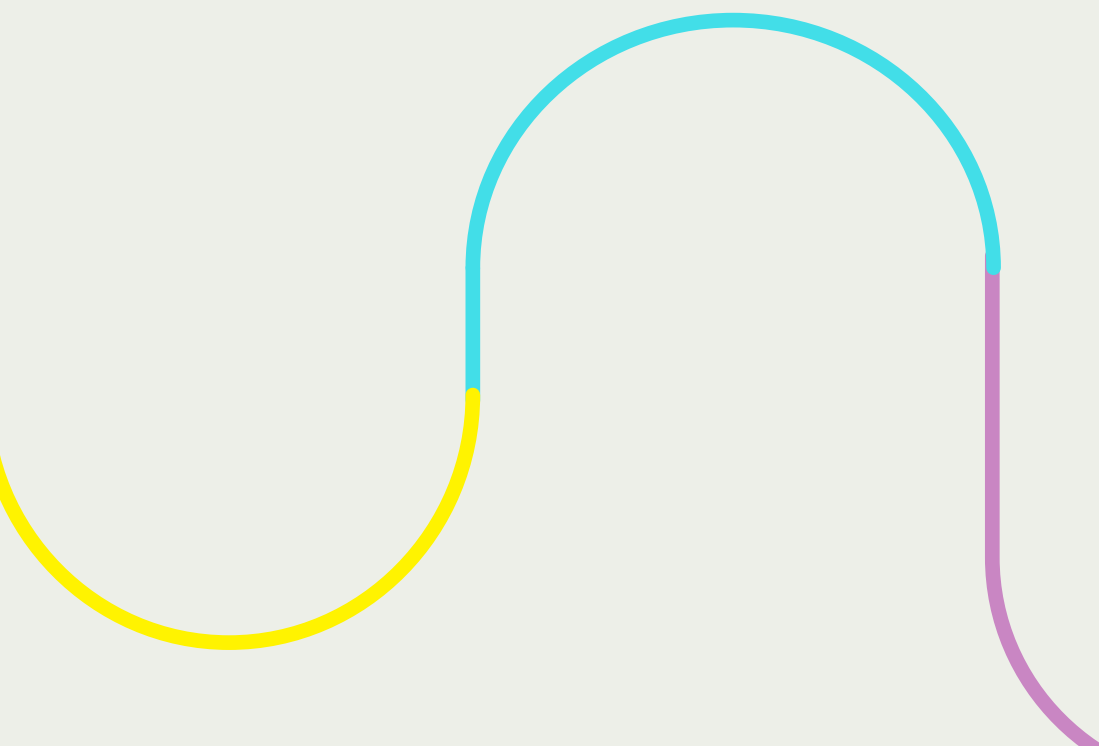
# Digital Marketer

**Recruitment pack**



# Contents

|                                  |          |
|----------------------------------|----------|
| <b>Job summary</b>               | <b>1</b> |
| Digital Marketer                 | 1        |
| <b>Hello, we are Life Cycle!</b> | <b>2</b> |
| About us                         | 2        |
| Our vision, mission and values   | 3        |
| <b>Job description</b>           | <b>4</b> |
| Key responsibilities             | 5        |
| Person specifications            | 6        |
| <b>Terms and conditions.</b>     | <b>7</b> |
| <b>How to apply</b>              | <b>8</b> |
| To apply                         | 8        |



# Job summary



## Digital Marketer

- £26,500 – £29,500 per annum, at Life Cycle salary grade 2
- Five days per week
- Permanent contract

Are you a creative, data-driven digital marketer who wants to make a positive social impact? As Digital Marketer, you will help deliver Life Cycle's digital marketing across social media, online advertising, email and analytics platforms.

Working closely with the Marketing Lead, you will create engaging content, improve campaign performance, reach new audiences, increase participation and grow support for our charitable work. I

If this sounds like something you'd be excited to get out of bed for each morning, we want to hear from you!



# Hello, we are Life Cycle!

We're a charity that transforms lives and the environment through cycling.

## About us

We work with people of all ages, abilities and backgrounds at every stage of their cycling journey: From learning to ride, to building a career in the cycle industry.

**We know that with the right support, anyone can benefit from bikes.  
We help thousands of people each year by providing:**

- 1. Bikes that are safe, smooth and fun to ride.**
- 2. Cycle training for all ages and abilities.**
- 3. Cycling activities for people with additional needs.**
- 4. Industry-accredited training for the public – and people in prison.**

We're here to show that cycling can be safe, practical and affordable for most short journeys: No matter who you are, what you do or what you look like. We create positive spaces where people can be themselves, develop and reach their goals.

We're all about empowering people on their cycling journey.



# Our vision, mission and values

## Vision

A world with clean air and healthier people, where cycling is the chosen mode of transport, for most people, for short daily journeys.

## Mission

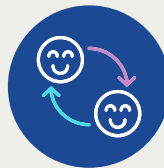
Our mission is to help more people experience the benefits of cycling – transforming lives and the environment.

## Values



### 1. Quality:

We strive for excellence in everything we do.



### 2. Inclusivity:

We want cycling to be accessible to everyone.



### 3. Curiosity:

We aren't afraid to try new things. We are bold. We are always learning.



### 4. Empowerment:

We are guided by the people we work with.

Take a look at our videos to learn about our projects!



[Bikes beyond bars](#)



[Tandem cycling for the visually impaired  
"Two's Company"](#)

# Job description

As Digital Marketer, you will play a key role in creating and delivering engaging marketing content across Life Cycle's digital channels, including social media, email, website and digital advertising platforms. Working closely with the Marketing Lead, you will help turn campaign plans into clear, creative and effective content that grows awareness, increases participation and supports fundraising objectives.

You will be responsible for producing high-quality digital content, including social media posts, graphics, short-form video, email copy, digital flyers and website content. You will configure and optimise digital adverts across platforms including Google Ads, Google Ad Grants and Meta advertising. Where needed, you will also produce non-digital branded materials that support our digital campaigns.

You will then monitor content performance and analytics, and work with colleagues – and external experts – to identify opportunities to improve results. Ultimately, this role is tasked with helping ensure Life Cycle publishes marketing content that is engaging, accessible, on-brand: and tracked for effectiveness.

This is an excellent opportunity for someone who enjoys combining creativity, copywriting, and visual content creation and who wants to use their marketing skills to help create positive social change.



# Key responsibilities

## Marketing delivery

- Deliver digital marketing campaigns across social media, email, website and paid advertising channels in line with campaign plans developed by the Marketing Lead.
- Schedule, publish and optimise content across digital channels.
- Create engaging content including social media, graphics, photography, short-form videos and supportive non-digital branded assets.
- Support promotion of Life Cycle services, events, fundraising campaigns, and social enterprise activities.
- Ensure digital communications are delivered on time, to a high standard, and in line with brand guidelines.

## Digital Advertising and Performance

- Configure and optimise digital adverts across major platforms including Google Ads, Google Ad Grants and Meta.
- Maintain website content and publish updates, as required.
- Monitor campaign and website performance and key marketing KPIs using Google Analytics, Tag Manager, Search Console and Looker Studio.
- Analyse audience behaviour, undertake competitor research and identify opportunities to improve audience engagement.
- Work with colleagues to produce regular reports that share campaign insights and recommend ways to improve conversions and return on marketing investment.
- Support SEO implementation and digital visibility improvements in collaboration with external web specialists.
- Support implementation of website and user experience improvements delivered through external web partners.
- Keep up to date with emerging digital marketing trends, technologies and AI tools and suggest opportunities for improvement.

## Communications

- Configure Mailchimp audience segmentation, automation workflows and email campaign setup.
- Create email marketing content in line with agreed communications calendar.
- Gather user stories, photographs, testimonials and quotes from across our projects.
- Support the management of digital marketing data in compliance with GDPR, PECR and organisational policies.
- Work with the Supporter Care Officer and Data & Business Analytics Manager to maintain accurate data, effective reporting and system integration.
- Act as first point of contact for the marketing inbox and digital marketing enquiries.

## Person specifications

| Characteristic                                                                                                             | Essential | Desirable |
|----------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| At least one year of experience in a marketing role.                                                                       | X         |           |
| An understanding of digital marketing principles including social media, SEO, PPC and audience engagement.                 | X         |           |
| Experience creating content for digital channels in a professional setting: social media, websites and/or email marketing. | X         |           |
| Experience using digital marketing tools such as social media platforms, email marketing systems and analytics software.   | X         |           |
| Experience using data and analytics to monitor performance and improve marketing activities.                               | X         |           |
| Content creation skills in at least one of: graphic design, photography, videography or short-form video production.       | X         |           |
| Excellent organisational skills and the ability to manage multiple tasks and deadlines.                                    | X         |           |
| Strong written communication and copywriting skills.                                                                       | X         |           |
| Good IT skills, including Microsoft 365.                                                                                   | X         |           |
| Ability to work collaboratively with colleagues and partners.                                                              | X         |           |
| Commitment to Life Cycle's values of Quality, Inclusivity, Curiosity, Empowerment.                                         | X         |           |
| Understanding of equality, diversity, accessibility and inclusive communications.                                          | X         |           |
| Experience running Google Ads, Meta Ads or Google Ad Grants campaigns.                                                     |           | X         |
| Knowledge of GDPR, PECR and digital marketing compliance requirements.                                                     |           | X         |
| Experience using Google Analytics, Search Console, Tag Manager or Looker Studio.                                           |           | X         |
| Experience using Mailchimp or similar email marketing and automation platforms.                                            |           | X         |
| Experience working in the charity, voluntary or social enterprise sector.                                                  |           | X         |
| Familiarity with AI-assisted marketing and content creation tools                                                          |           | X         |
| Marketing qualification or relevant professional development                                                               |           | X         |
| Experience working with external web agencies or digital suppliers.                                                        |           | X         |

*Note: This job description is for guidance only. You will be expected to undertake activities as required in order to help the charity increase its social impact.*

# Terms and conditions

**Salary:** £26,500 – £29,500. This is at Life Cycle salary band 2.

**Working hours:** Full time (five days / 37.5 hours per week).

**Working days:** Monday – Friday.

**Contract:** Permanent.

**Probationary Period:** Three months, with reviews at one month and two months.

**Annual Leave:** 32 days paid leave in each holiday year, pro rata. Statutory holidays such as bank holidays are included within this entitlement. 3 of these days (pro rata) must be taken between Christmas and New Year when the Life Cycle office is shut.

All employees will receive one extra day of annual leave, pro rata, for every full year they are employed by Life Cycle up to a maximum of 5 additional days.

**Pension:** 5% matched contribution to pension

**Other benefits:** Company Sick Pay, staff discount on refurbished bike (or Cycle to Work scheme for new bike); TechScheme, free cycle training; free annual bike service; team building meetings and socials; professional development opportunities..

**Location:** CREATE Centre, Smeaton Road, Bristol, BS1 6XN. Flexible and home working is possible, but you will typically be expected to spend a minimum of 2 days per week at our main office.

**Reports to:** the Fundraising & Marketing Manager

**Training:** Opportunities will be available: to be discussed on appointment.

**Working with volunteers:** Life Cycle values its volunteers, who make a vital contribution to our work. You will be expected to encourage, develop and support volunteer involvement in our work.

## Equalities focus

Whilst equalities and diversity have always been important to us, we are now on a journey to becoming an anti-racist organisation. This means we are committed to increasing diversity amongst our staff, volunteers and participants – and to actively tackling unconscious bias and structural racism. We expect all staff to share our commitment to be always learning and working to address racial inequality, in order to achieve racial justice both inside and outside Life Cycle.

# How to apply

For an informal chat about this role email Jenny Weld, Marketing and Fundraising Manager, to arrange a call: [jenny.w@lifecycle.org.uk](mailto:jenny.w@lifecycle.org.uk).

## To apply

Life Cycle is committed to diverse and inclusive recruitment practises, so to reduce unconscious biases we practice anonymous shortlisting.

Please fill in the application form below. You'll be asked to attach a CV and answer a few questions.

Please make sure you remove all identifying personal information, e.g. name, address, date of birth, etc. **Unfortunately, we cannot accept applications that haven't been fully anonymised.**

**Application form:** [Digital Marketer](#)

**Deadline:** Monday 17th August, 10 am.

**Interview:** Thursday 20th August 2026.

**We will hold interviews at:** Life Cycle Head Office, The CREATE Centre, Smeaton Road, Bristol, BS1 6XN.

**Start date:** Monday 7th September or soon after.

# Life Cycle

