



Help needed – Go-Ride marketing and PR organiser

The purpose of this role is to raise awareness and drive membership of Penge CC's Youth Go-Ride club. This role is not very time consuming and would suit someone with good communication skills and an understanding of social media. Tasks include:

School outreach

Engaging with local schools to ask them to distribute information about the club and providing them with materials, e.g. content for an email blast or printed leaflets.

Listings

Ensure that club contact details are included in online and offline listings.

Offline – Primary Times, Bromley Family Grapevine.

Online – Hoop, Mumsnet, Netmums.

Social Media

Promoting the club on local social media channels including the following Facebook Groups: Beckenham and Penge Mums and Dads, Penge Tourist Board, Crystal Palace Local, Crystal Palace Mums, Sydenham SE26 Community.

Posting images of Go Ride on the club's Instagram account.

Running paid-for Facebook and Instagram advertising campaigns to raise awareness of the club (not vital, but useful).

SE20

Ensure that Go-Ride information is displayed in the window of SE20 cycles in Penge. We have use of a display case in which to put, up-to-date timetables.

Promotion within the club

Encourage parents to promote the club within their children's schools, by putting up posters and posting on closed social media groups.

Encourage Go Ride members to promote the club among their friends, through initiatives such as 'bring a friend day'.