



Black Isle Bikes – Employment Opportunities

Background

Transition Black Isle (TBI) has secured funding to establish an exciting new cycle tourism project in the Black Isle. Black Isle Bikes (BIB) will be a community enterprise with start-up funding for 2 years from January 2014. There will be 2 key strands:

- Establishing a community enterprise which will set up and operate a bike hire and guided cycle tour business in the Black Isle (2014+).
- Developing the Black Isle as an area for cycle tourism through promotion and marketing, cycle route information and partnership working with local tourism providers (2014-5).

TBI's aim is for the business to generate sustainable economic, social and environmental benefits for the communities of the Black Isle, and the ethos of the BIB will reflect this. The business will be wholly owned by TBI and surplus profits will go to TBI to further its work

TBI is now seeking creative and highly motivated people to take this project forward – and to establish Black Isle Bikes as a vibrant community enterprise in the longer term. Two posts are available:

- Enterprise Manager (0.8 FTE)
- Destination Development Officer (0.5 FTE for 2 years)

These jobs will be formally advertised in January 2014. If you are interested please email million.miles.tbi@gmail.com so that we can send you details of the recruitment process when it begins in the New Year.

Enterprise Manager (0.8 FTE)

This will be an exciting opportunity to lead the development of a new tourism business. We are looking for someone who can take decisions and is happy to work on their own initiative and with a small team. Black Isle Bikes will have to explore the market and adapt to demand whilst meeting the essential financial targets. We need someone who can improvise and innovate at the same time as maintaining business stability.

Black Isle Bikes will be a community enterprise based on the Black Isle. It will hire out a range of bikes, offer guided cycle tours and mountain bike skills training, sell maps and cycle accessories, offer bike repairs and maintenance, and run a range of cycle related events. We will put particular emphasis on attracting tourism in the shoulder season, which will contribute to the viability of other tourism providers in the area.

In project years 1 and 2 the enterprise will focus on exploring a range of tourism offers and identifying and developing the most profitable income generating activities. These will provide a firm basis for the community enterprise to be sustained in the longer term. In order to minimise overheads and maximise flexibility the enterprise will be run as a "flying" bikes shop which responds to telephone and web orders by delivering bikes as required. Our bike store will not be a shopfront, in the first instance, and will be chosen so as to minimise travel and rent.

There will be scope within the project, depending on demand generated, to employ seasonal and sessional staff to assist in fulfilling bike hire requests, carry out routine maintenance, and offer cycle guiding and skills training.

Because of the seasonal pattern of the work the Manager should expect to work longer hours in the summer than in the winter, with an average over the year of 4 days per week (excluding holidays). Some weekend working is likely to be required during the high season. Depending on the income generated there may be the potential to work longer hours, for which additional payment will be made. The Manager will agree working hours on a monthly basis with the Company Directors.

The Manager will provide his/her own office accommodation and vehicle, the running costs of which will be reimbursed.

Key Tasks

Working with the support of an experienced board of volunteer directors and in partnership with the Destination Development Officer where relevant, the Enterprise Manager will:

- Set up and run BIB hire service and guided tours including:
 - Set up and manage premises
 - Bike purchase and annual sales, and purchase of all other equipment
 - Post-hire cleaning and maintenance
 - Arrange insurance, carry out risk assessment, and ensure health and safety compliance
 - Lead guided tours
 - Recruit and manage specialist tour guides
 - Recruit and manage other seasonal staff to meet demand.
 - Manage sales through website and by phone
 - Deliver and collect hire bikes
 - Work with BIB accountant to manage business finance and planning
- Work with DDO on promotion and marketing of the hire and guiding service
- Monitor use of project services as agreed with board
- Help to produce initial map of themed cycle routes
- Liaise with DDO and attend BIB board meetings
- Identify business opportunities and advise the Board about how the enterprise could develop
- Report monthly to BIB board on business performance and assist in developing long term strategy for the project beyond 2015.
- Complete reports and submit financial claims to the Big Lottery (and any additional funders that may become involved).

Essential skills and experience

- Business experience – particularly financial and staff management

- Knowledge of bike maintenance – ideally with recognised qualification/willing to train
- Excellent interpersonal and communication skills, including customer service experience
- Creative and innovative approach
- Highly self-motivated and able to work as part of a small team and with minimal supervision
- Clean current driving licence – trailer handling an advantage/willing to train
- Excellent administrative skills to maintain booking information and establish and maintain project monitoring systems

Desirable skills and experience

- Enthusiasm for cycling
- Enthusiasm for community enterprise principles
- Marketing and promotion
- First aid qualified or willing to train

Organisation

The post will be line managed by the Chair of the Company Board. Both the Manager and the Development Officer will attend Company Board meetings.

The postholder will provide his/her own office accommodation. An annual allowance of £1200 will be paid to cover costs.

Conditions

The post will be part time at 0.8 of a full time job, or 30h/week, and the annual salary will be £20,000. Paid holidays will be pro rata at 80% of the full time allowance, which is ten days statutory holidays and 20 days annual leave. Any additional hours worked will be paid at the rate of £110/day.

The postholder will be expected to undertake travel with his/her own vehicle and by public transport, as appropriate. Rates will be as follows:

Public transport: reimbursement of costs

Vehicle: 30p/mile

Cycle: 20p/mile

The postholder is likely to need to use his/her own vehicle to deliver bikes using the company trailer. The company will cover the costs of any vehicle modifications and additional insurance that may be required.

Application Process

Applicants should send a CV and covering letter to millionmiles@transitionblackisle.org by 5pm on 31st January 2014. Interviews will be held wc 10th February 2014. Please email the above address for any further details.

Destination Development Officer (0.5 FTE)

This is an exciting opportunity to encourage people to enjoy themselves in an environmentally friendly way. The post will also combine community and business development: we need someone who will develop relationships with a range of public agencies and at the same time foster closer links between diverse local tourism businesses. We believe that the Black Isle is a great place to visit with many activities to offer, including biking. This post will get this message across to current and prospective visitors, and show them how to make the most of the opportunities available.

Black Isle Bikes aims to market the Black Isle as a cycling related holiday destination by creating an inspirational website, producing other promotional materials to be used throughout the Black Isle tourism sector, and developing a series of themed cycling routes and trails. The project will map the area's existing cycle-friendly country roads and trails and identify ways to link the widely recognised wildlife and heritage of the area using safe cycling routes. Working with national agencies including Visit Scotland, and with local accommodation and visitor activity providers and attractions, BIB will promote cycling to day/weekend visitors as well as to long-stay visitors.

A major part of the work will be to bring together other local tourism operators and to develop collaboration in marketing and visitor service provision, with BIB only one among many contributors. Accommodation providers, pubs and restaurants, events organisers, public transport operators, shops, and heritage, wildlife and activity tourism providers are all likely to be involved. A mark of the post's success will be the extent to which a network of this type continues to be active after the 2 years are over.

The post will not be highly seasonal. We expect the work to average 2.5 days per week (excluding holidays) in every month, though this could be varied by agreement.

Key Tasks

Working with the support of an experienced board of volunteer directors and in partnership with the Enterprise Manager where relevant, the Destination Development Officer will:

- Develop initial project branding and marketing including website
- Commission baseline tourism survey
- Help to produce initial map of themed cycle routes (in collaboration with the [Million Miles project](#))
- Promote links with local activity and accommodation providers and establish liaison network.
- Develop social networking capacity (Twitter, Facebook, etc.)
- Monitor project impact through visitor and business surveys
- Work with accommodation providers on block accreditation to Cyclist Welcome Scheme
- Liaise with the Enterprise Manager and report to BIB board as required
- Assist BIB board in developing long term strategy for the project beyond 2015.

Essential skills and experience

- Marketing experience – particularly branding, website development and use of social media
- Tourism sector experience
- Excellent interpersonal and communication skills
- Creativity and innovation
- Highly self-motivated and able to work as part of a small team and with minimal supervision
- Driving licence

Desirable skills and experience

- Enthusiasm for cycling
- Enthusiasm for community enterprise principles
- Knowledge of local area
- Experience of tourism industry in Scotland

Organisation

The post will be line managed by the Chair of the Board. Both the Manager and the Destination Development Officer will attend Company Board meetings.

The postholder will provide his/her own office accommodation. An annual allowance of £750 will be paid to cover costs.

Conditions

The post will be part time at 0.5 of a full time job, or 18.75h/week, and the annual salary will be £12,500. Paid holidays will be pro rata at 50% of the full time allowance, which is ten days statutory holidays and 20 days annual leave.

The postholder will be expected to undertake travel with his/her own vehicle and by public transport, as appropriate. Rates will be as follows:

Public transport: reimbursement of costs

Vehicle: 30p/mile

Cycle: 20p/mile

Application Process

Applicants should send a CV and covering letter to millionmiles@transitionblackisle.org by 5pm on 31st January 2014. Interviews will be held on 10th February 2014. Please email the above address for any further details.