

## Cycling Industries Europe. Industry Manager

### **Advertisement text**

The cycling businesses of Europe are ambitious. Building on the back of spectacular growth in cycling in recent years we also want to build an industry that is one of the most sustainable, competitive and innovative industrial sectors in Europe, contributing to the economic and environmental success of Europe.

Cycling Industries Europe is committed to support these industrial transitions on behalf of our members and the wider cycling sector. We aim to put cycling and the success of our industries into all relevant EU industrial policies, increasing our influence and releasing policy and financial support. And we support companies directly via our programmes, research and expert groups. Whether it is shared sustainability initiatives, data gathering, networking or collaboration we bring companies together to build a stronger and better-connected industry.

**To build on this success we now want to appoint an Industry Manager to strengthen our presence in EU industrial policymaking and coordinate our industry engagement activities (including member recruitment).**

We want to hear from experienced industry professionals looking to increase their impact to the whole of our industry or from someone with a passion for cycling who has an equivalent role in another industrial association or network. You could have a sales, purchasing, representation, public relations or research background, but you must show that you have high level influencing skills and can represent and support company leaders at all levels from global corporations to start-ups.

The successful candidate will have an impressive track record at engaging with companies and bringing them into collaborative activities. Excellent communication skills are essential, as is the ability to translate industry needs and share them with diverse audiences such as policy makers and other trade associations.

### **Application**

#### **A recruitment pack for the post with more information can be found below**

A CV together with a covering letter expanding on the application for the post should be sent in confidence using the email address [info@cyclingingindustries.com](mailto:info@cyclingingindustries.com) by close of business on Friday 1<sup>st</sup> April 2022. Include details of your current salary in the covering letter.

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[info@cyclingingindustries.com](mailto:info@cyclingingindustries.com)

## Supporting Information

### About CIE.

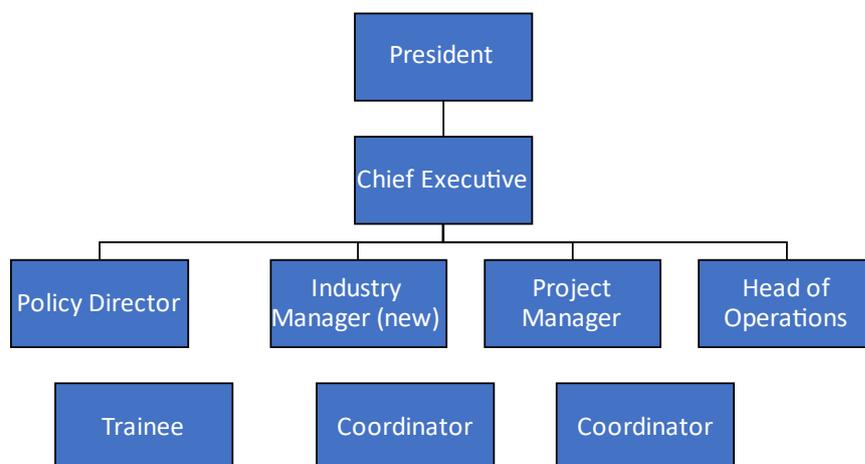
The members of Cycling Industries Europe come from across the globe and represent the entire business eco-system, from bicycle and parts makers to bike sharing, cycle logistics, online services, financial services, infrastructure, tourism and consultancy.

CIE Members reflect the diversity, innovative and growth potential of the sector – all of which we aim to harness for a cycling future for Europe.

### What we do

- Act as a united voice for the cycling business and together with our members promote the best interests of the sector.
- Grow cycling in Europe, for the benefit of society and the benefit of cycling businesses.
- Make cycling a key part of the sustainable industry and mobility transitions under the EU Green Deal.
- Actively communicate the benefits of cycling to decision-makers, politicians, businesses, the media, the public and other relevant stakeholders.
- Build alliances and work in partnership with other stakeholders such as civil society, other business sectors and global partners.
- Deliver the private sector and technological contribution to growth of cycling in Europe by encouraging investment.
- Support conditions for a positive business environment and a successful investment climate, creating employment and growth.
- Form a networking platform for members and interact with wider constituencies.
- Run European Expert Groups in areas of common interest to our members.

### CIE Structure 2022



## **Job Description and Responsibilities, Person Specification**

The new post will be designed to encourage the successful candidate to work to their strengths and ambitions in partnership with other colleagues. Therefore, the exact split between roles is not fixed and will be designed with the involvement of the team. There is considerable scope for the successful candidate to grow their own portfolio of activities over time. Nobody at CIE is ever bored!

### **Job Description and Responsibilities**

#### **Industry Manager.**

**Reports to: Chief Executive**

#### **Purpose of Role:**

To support conditions for a positive business environment and successful investment climate for all companies in the cycling sector in Europe. To manage CIE's industry engagement activities and use the outcomes for policy support and investment in cycling related products, services, innovation, research, advocacy and the development of the industries in the sector.

To strengthen the capacity of CIE to support the industry by building and sustaining the recruitment, networking and promotional activities of the association.

#### **Scope of Role: (the role may include some or all of the following areas)**

- Act as industrial network manager for CIE members including communication, recruitment and partnership working with CIE members and the wider cycling industry. Disseminating CIE's work in a manner that encourages their financial and practical support. Prepare and deliver events and activities.
- Represent CIE industry positions and the benefits of cycling businesses to policy makers, international networks, at conferences, workshops and other external meetings. Prepare position papers, factsheets, technical briefings etc. Build relationships and visibility with EU and industry media to share the impact of CIE.
- Acting as the staff manager of some Expert Groups and Task Groups and supporting industry engagement in all our Expert Groups and projects, working with chairs and task leaders from member companies.
- Identifying and creating applications for new EU or industry co-funded projects in relevant fields.
- Coordinating projects to improve data and intelligence about the industry including employment and environmental data
- Working in partnership with other stakeholders such as civil society, other business sectors and global partners.
- Other duties as agreed by the CIE Management.

#### **Performance Indicators (identified in work plans):**

- Opportunities created for members and wider industry to participate in CIE and EU activities and to benefit from successful results.
- Integration of cycling industry policy positions in EU industrial policy areas.
- Growth of CIE in terms of membership, visibility and income.
- Satisfaction of CIE members and project funders with activities and tasks.
- Management of tasks and budgets set out within annual work plans

## Person Specification

### **CIE Industry Manager**

**Essential experience:** Candidates must show a proven track record in one of two areas:

Either

A management role in at least one sector of the cycling industries or as a supplier to the industries that has required extensive contacts within the industry and familiarity with the development of the sector and individual brands/companies. This could have been in a sales, purchasing, operational, media or marketing role.

Or:

Working in a similar industry or industry association to CIE which has involved recruiting and engaging companies in the activities of the industry or association and presenting their needs to the whole sector and to policy makers and opinion formers. In this case the individual should demonstrate an ability to transfer this experience to CIE for example by a personal interest in cycling and familiarity with cycling products and brands.

<b>Requirement</b>	<b>Essential</b>	<b>Desirable</b>
Experience	Minimum five years in one of the essential experience areas identified above	Experience of a multi-project or multi-network role, either in project management or network management  Experience in mobility industries.
Skills	Proven record of successful representation of a business sector showing results in terms of policy or business results. Strategic thinking; Ability to quickly synthesise business, technical and political issues and translate them into persuasive messages. Record of network development and management, recruitment of members and supporters. Excellent communication and presentation skills in English, including online media and press communication.	Additional languages  Worked in EU co-funded projects, created consortia or applied for funding  Develop strategic plans for the development of work groups, projects, campaign initiatives etc.  Managed staff or trainees.  Creation and management of budgets, work plans etc.
Personal	Political savvy, results driven. Capable of taking initiatives and adopting a leading role, working independently. Confidence to engage and influence business leaders, policy audiences and other stakeholders. Team player. Flexible and reliable. Able to travel regularly.	Resilient to changing demands and work needs.
Other	Cultural fit to cycling world, business community, EU bubble.	Wide range of existing contacts at EU level

## **Employment arrangements, terms and conditions etc.**

These terms and conditions are indicative and will be confirmed during the recruitment process. No detail expressed here can be considered part of an employment offer. We reserve the right not to make an appointment based on this current advertisement and to re-advertise on our terms.

We apologise, but due to limited capacity only candidates selected for interview will be contacted.

The package here reflects what we offer our full-time employees. We aim to offer an employment package in line with similar NGOs in our sector.

### Package

- Salary and benefits relevant to experience and role.
- Lunch vouchers and travel allowance.
- 20 days legal and 10 days extra-legal holiday per year.
- Extra-legal pension.
- Health Insurance.

### Hours and location

- The vacancy is now, therefore we hope successful candidates will be available to start no later than May 2022.
- Candidates must have the legal right to live and work in Belgium. Our team is based in Brussels, so this post is advertised as a Brussels based position and we have strong preference for an employee based with our team. For exceptional candidates we could consider remote working, but all candidates should be aware that all employees are expected to attend key events and meetings in Brussels on a routine basis.
- CIE's work at home policies have been developed during the period of the COVID 19 pandemic, in line with our own needs and Belgian regulations. Employees currently have the option to work at home some or all of their working week and this is expected become a stable pattern in 2022.
- Regular travel is expected as part of this role.