

## **Administrator - Motorcycle Industry Association (MCI).**

The Motorcycle Industry Association (MCI) has been selected by BikeSafe (the national rider assessment scheme run by various police forces across the country) to provide administrative services relating to the provision and maintenance of a BikeSafe website, the booking of BikeSafe assessments and managing BikeSafe enquiries on a national basis.

We are looking for a well organised and motivated person to join the Safety Department, predominantly to run this project on a day to day basis.

Knowledge and experience of motorcycles and rider safety would be an advantage, but all applications will be considered on their merits.

This document outlines the role as we see it, although there is scope for this to change as the project develops, so the ability to use your own initiative and a flexible approach would be useful attributes.

The annual salary will be in the range of £16,000 to £18,000 per annum plus benefits as detailed on page 6.

Interested applicants should submit their CV and a covering letter including the following information:

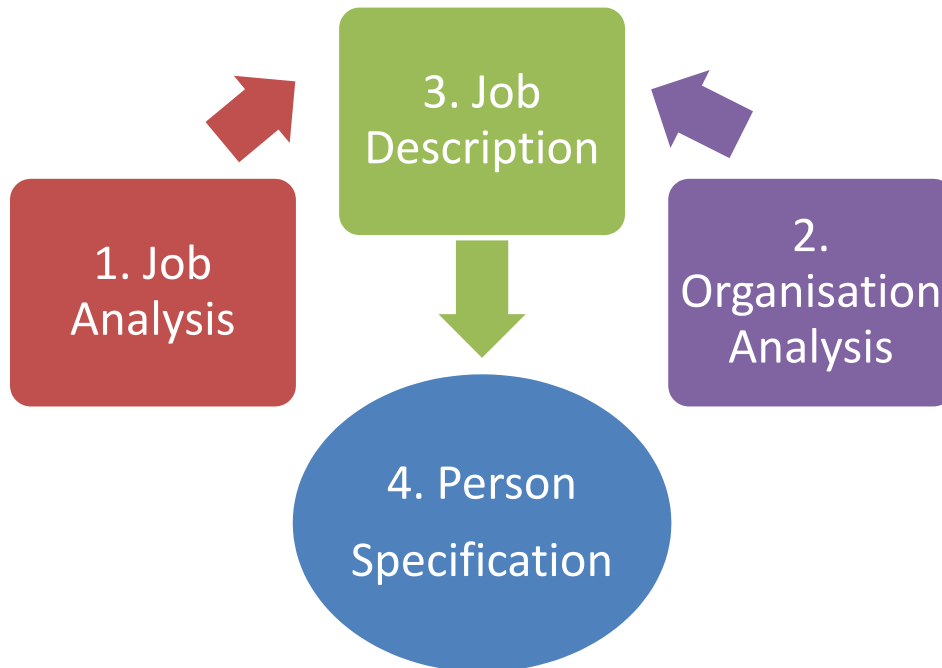
- What interest and knowledge you have of motorcycling.
- What interest and knowledge you have of rider safety or road safety in general.
- Current salary and your salary expectations.
- Days absent from work through sickness in the last 2 years.

Where possible, please try to indicate how your previous experience and personal attributes meet the criteria on the Person Specification on page 9.

This document is a comprehensive outline of the role, but if you would like further clarification please telephone Jenny Luckman on 02476 408032 (office hours) or Karen Cooke on 07977 070316.

**Please submit your application to [j.luckman@mcia.co.uk](mailto:j.luckman@mcia.co.uk) or by post to Jenny Luckman, Safety and Training Coordinator, MCI, 1 Rye Hill Office Park, Birmingham Road, Allesley, Coventry, CV5 9AB by Monday 31<sup>st</sup> May 2010.**

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### **Introduction**

MCI has recently been awarded a contract to provide administrative services for the Police led national BikeSafe scheme. We will be expected to host the national BikeSafe website, act as the first point of contact for all BikeSafe enquiries, carry out database management, generate reports and administrative duties at both national and local level.

MCI will also have to respond to police forces who are signed up for a full booking service, those who require only a partial service, and also arranging assessments for riders living in areas where the local police force do not participate in the BikeSafe scheme at all.

As this complex project is in the early stages of development, the post holder will find that the role develops over time. Once the initial development is complete, BikeSafe administration is unlikely to be a full time post, however the Safety Department has several other projects under consideration, and the rider safety agenda remains a high priority for the Association. Therefore the post holder will find that the job evolves into other areas of rider safety and the post holder will be expected to provide administrative and support services to these other projects.

Whilst routines will be very important, and we are seeking a well organised individual, MCI as an organisation has a fast moving environment. Flexibility and a willingness to adapt to change will be essential for the successful applicant.

# **1. Job Analysis**

## **Job Analysis - Part 1 Role details**

### **What is done?**

#### **Reporting to the Safety Director:-**

Answering general postal, telephone and website enquiries for the national BikeSafe project.

Input of rider data into database.

Taking payment for BikeSafe workshops over the telephone.

Set up and maintenance of [www.BikeSafe.co.uk](http://www.BikeSafe.co.uk), making changes in good time and in accordance with the specified BikeSafe service level agreement.

Monitoring BikeSafe workshop bookings via the website to ensure that motorcyclists are booked into suitable groups (by machine type).

Collating, sorting and inputting data collected at local motorcycle events, distributing enquirer details to the relevant BikeSafe Coordinator.

Send weekly reports to BikeSafe Area Coordinators detailing the website bookings.

Producing and distributing bespoke reports to BikeSafe Coordinators as requested.

Using the BikeSafe bespoke database, liaising with BikeSafe representatives to produce bespoke reports as requested, and in line with the BikeSafe Service Level agreements.

Ensure highest levels of data protection, ensuring at all times that there is compliance to the BikeSafe Data Processing Agreement.

Ensure the database and website operate within the ISO 9000 guidelines and within BS7799 security standard guidelines.

Preparation of itemised account statement on a monthly basis for each BikeSafe Coordinator utilising the full booking service, and to the MCI Accounts department.

Assisting the Safety department with similar duties for other projects.

### **When is it done?**

MCI must provide efficient cover for BikeSafe customers and Police coordinators during normal office hours all year round; however the levels of activity will vary widely throughout the year with better weather generating more enquiries. Large motorcycle events will also increase workload.

There may be a need to make telephone calls to enquirers outside of normal office hours; this may necessitate flexibility around working hours. Occasional weekend working may also be required, when 'time off in lieu' will be offered.

Some specified tasks will be required on set dates and times on weekly/monthly basis but ad hoc reporting will not be uncommon.

### **Where is it done?**

Most work will be undertaken at MCI's Coventry offices, however there will be some potential for travel should meetings be held off site. Attendance at motorcycle events may be required from time to time by prior arrangement with National BikeSafe and the Safety Director.

### **How is it done?**

Some tasks will follow a documented routine, but the job holder will need to be flexible in approach and can determine their own procedures as long as work is completed efficiently and to levels compatible with the National BikeSafe specification document.

### **Job Analysis - Part 2 Responsibility**

#### **Responsibility for the work of others**

There is no responsibility for others.

#### **Responsibility for physical resources**

The Job holder to monitor requirements necessary for own role. Liaising with the Safety Director to ensure that all the necessary resources are available to ensure that the contractual arrangement with BikeSafe can be delivered as described.

#### **Responsibility for budgets/money**

There is no specific responsibility for budgets or money. However job holder will be expected to make recommendations for budget requirements where necessary and highlight any areas where costs may increase or savings could be made.

### **Job Analysis -Part 3 Relationships**

#### **Relationships with other managers**

Job holder will not normally need to liaise with other senior managers.

#### **Relationships with colleagues**

The Job holder will work as part of small, enthusiastic team - the Safety Director, the Safety and Training Coordinator and two part time consultants. The team work closely together and deputise for each other wherever possible. Whilst the Safety Director has overall responsibility for the post, the Safety and Training Coordinator will be the first point of contact and supervision on a daily basis.

The Association overall has 13 members of staff based in Coventry and several part time specialist consultants. It is common practice to help out other departments when workload allows, on an ad hoc basis.

## **Relationships with customers/potential customers**

Excellent customer relations are required. We wish to provide a first class service to BikeSafe. The job holder may be the first point of contact for many riders who have never considered improving their riding skills since passing their test, it is important that the post holder can understand the likely issues and inform, reassure and persuade the enquirers. The post holder will need to be able to converse confidently with many different types of people from the general public to senior police officers.

## **Job Analysis -Part 4 Requirements**

### **Required standards – performance and results**

MCI takes its responsibility to BikeSafe seriously. The job holder will be expected to maintain high standards of customer service. Training will of course be provided to enable the required level of performance.

Performance will be evaluated through a series of appraisals, guided by the service level agreements with BikeSafe, but also less formally the Safety and Training Coordinator will provide regular feedback and/or training as required.

### **Required skills and experience**

Experience with Microsoft Word, Excel and Outlook is an important aspect of the job, but training will be provided if necessary, regular use of a PC including the internet would be essential. Previous experience of using a content management system for websites could also be useful, but again training will be provided if necessary.

### **Required analytical skills**

The job holder will be able to make suggestions for improvements both in efficiency and service levels relating to the BikeSafe project.

### **Required education**

This post requires a good all round education with particular emphasis both on spoken and written English. Spelling and grammar are of particular importance.

### **Required motivation and social skills**

MCI is a small, but sociable organisation with good relations between staff and managers, all of whom will be happy to assist the job holder in developing the necessary skills.

The Safety Department staff are keen to invest time to train and develop the job holder, as it is anticipated that the job holder would stay with the Association as a valued team member after the probationary period is over.

The job holder must be motivated by a desire to improve rider safety, by encouraging riders to take up post test training opportunities, in particular BikeSafe but there are other schemes such as IAM, RoSPA or the DSA's Enhanced Rider Scheme. The post holder should strive to provide excellent levels of

customer service to both the police service and members of the public, and act in a professional manner at all times.

### **Required attitude or general approach**

A positive attitude and flexible approach to work is essential.

Reliability and punctuality are also important.

As many enquiries will be via the telephone, a good telephone manner combined with being well spoken are requirements of the job.

The post holder will need to be confident when dealing with people both face to face and on the telephone.

### **Job Analysis - Part 5 The Office**

#### **Physical environment**

MCI's office is located close to the A45 on the outskirts of Coventry, (heading towards Birmingham) the office environment is modern, spacious and pleasant. The job holder will be allocated a desk on the ground floor in an office housing 6 people in total. There is a kitchen available for staff, but few shops within easy walking distance.

#### **Social conditions and work group context**

There are 13 members of staff at MCI. As an organisation we have a very flat management structure with good social relationships between staff and managers.

#### **Economic factors/benefits**

Permanent employees of the Association receive a salary, paid monthly, which is reviewed on an annual basis. There is also a non contributory pension plan to which you can add extra contributions, a life insurance scheme and private healthcare included, as well as subsidised membership of a local health club should you wish to use it.

## **2. Organisation Analysis**

The Motor Cycle Industry Association (MCI) represents the supply side of the UK Motorcycle Industry with members including Motorcycle Manufactures & Importers, Accessory & Component Manufacturers and Importers, Wholesalers and Marketing Services. A key objective is to protect, promote and expand motorcycling.

MCI also lobby and communicate with the European Commission and the UK Government to ensure that motorcycling is given the best opportunity to thrive in the UK.

We are also the primary source for information on the UK industry producing a unique range of statistical products focused on new registration data of two wheeled vehicles in the UK.

The Association is guided by a Board of Directors who meet on a monthly basis, each of these Directors representing the different sectors within membership.

MCI currently has about 120 members, with a long term strategy to increase this number substantially from new segments of the total industry. More recently we have formed the Motorcycle Industry Trainers Association (MCITA) and now represents around 100 motorcycle trainers throughout the UK.

The MCI is predominantly a business to business body, organising a number of initiatives throughout the year aimed at promoting the motorcycle industry.

Significantly we are responsible for organising the International Motor Cycle & Scooter Show held annually at the NEC, which creates the largest contribution to our funds for budgeted activities and attracts well over 100,000 visitors to the NEC.

The Safety Director and her team oversee several quite different aspects of MCI activity and have responsibility for all aspects of MCITA membership. It is a small department with many varied tasks, so the job holder would need to have a flexible attitude towards duties.

This does however make for an interesting working environment and any motorcycle enthusiast is particularly likely to enjoy being part of a team involved in so many different projects, although several non motorcyclists enjoy working for MCI too.

The BikeSafe contract is a new departure for MCI and is unusually a more commercial venture, with direct contact with members of the public and as such there is plenty of scope for involvement in shaping the project.

The overall culture at MCI is one of co-operation, and staff often assist other departments when needed. The office environment though busy is relaxed and friendly, existing members of staff enjoy working for MCI which is demonstrated by the very low attrition rate.

### **3. Job Description – Administrator MCI**

**Name:**

**Employer:** Motor Cycle Industry Association

**Registered Office:** 1 Rye Hill Office Park, Allesley, Coventry, CV5 9AB

**Location:** As above

**Reports to:** Safety Director

**Function:**

1. To provide Administrative Support for BikeSafe.
2. Assist with other administrative duties within the Safety Department during less busy periods

**Main duties**

- Act as first point of contact for all BikeSafe queries whether by e-mail, telephone or post.
- Development and maintenance of written administrative procedures to ensure that the specified service levels can be maintained in the absence of the post holder.
- Produce ad hoc reports using data exported from the database into Excel.
- Database maintenance for BikeSafe.
- Website maintenance for [www.BikeSafe.co.uk](http://www.BikeSafe.co.uk)
- Attend meetings with national BikeSafe as requested and local motorcycle events with the agreement of the Safety Director.
- Assist with other departmental tasks as requested, within the job holders abilities.

## 4. Person Specification

Characteristics.	Essential/Minimum.	Desirable.	How Ascertained?
Physical Attributes.	General good health record. Smart appearance. Creates good impression.		Question at interview. References. General impression.
Mental Attributes.	Good use of vocabulary. Quick to understand what is required. Keen to learn. Well motivated. Flexible 'can do' approach.	Confident with people, face to face and on telephone.	Interview. Workplace experience.
Education and Qualifications.	Good general school results, including GCSE passes at C or above in English Language and/or Literature.	Business Studies or general IT qualifications.	Certificates. References. CV.
Experience Training & Skills.	Good use of grammar, punctuation and spelling. Well spoken. PC literate. Very well organised and methodical. Accurate data entry.	Excellent knowledge of Microsoft Office.	Letter of introduction & CV. Interview. Test. Workplace experience.
Personality.	Outgoing and confident. Mature attitude. Attention to detail. Friendly. Enjoy being part of a team. Adaptable. Trustworthy (Confidentiality issues).	Able to work on own as well as under supervision. Happy to make suggestions for improvements to project.	Interview/Give Examples. Workplace experience
General.	Some experience of and strong interest in motorcycles, possibly an experienced pillion rider. Basic knowledge of motorcycle models and styles. Interest in motorcycle safety.	Full motorcycle licence with post test training experience. Good knowledge of motorcycle models/styles. Good understanding of motorcycle safety issues.	Question at interview. Workplace experience