

**Job Title:** Video Presenter & Scriptwriter, BikeRadar

**Salary:** Up to £32,000

**Dept:** Cycling

### **Company description**

Our Media is a leading special-interest content business, based in the buzzing, creative city of Bristol. We're home to market-leading brands in craft, cycling, science and nature, homes and music.

We help our audiences pursue their passions through highly trusted, original content – in print, video and online. Our much-loved brands include BBC Science Focus, BBC Wildlife Magazine, YourHome, Gathered.how, BikeRadar and Cycling Plus.

We also have an award-winning content agency that works with major charities, brands and membership organisations to help them tell their stories and engage audiences better – in print, video, and online.

### **Position**

We are looking for a Presenter and Scriptwriter to lead the creation of road and gravel video content on BikeRadar.

Whether you're an established presenter or a future star in the making, this is an exciting role that will see you create market-leading video content that our audience loves.

You will generate compelling ideas for editorial and commercial video, write scripts that entertain, inform and engage viewers, and act as lead presenter.

You'll understand what makes road cyclists and gravel riders tick, in both the UK and US, and what turns a great idea into a high-performing video.

Crucially, you'll be able to combine your creative spark and cycling expertise, with data insight and an understanding of YouTube trends/tactics to drive audience satisfaction.

With tech at the heart of BikeRadar's video content, you'll thrive delivering helpful reviews and buying advice to our audience. You'll also report on the

latest pro tech trends and uncover the tech that matters at the world's biggest races.

While video is at the heart of this role, you will work closely with the wider content team to contribute to BikeRadar.com, the BikeRadar Podcast and Cycling Plus magazine, ensuring your content has the chance to shine and reach new audiences across multiple platforms.

## **Responsibilities**

- Generate and execute ideas for editorial and commercial video content
- Act as the lead presenter for road and gravel content on YouTube and across other video platforms, including YouTube Shorts and Instagram
- Write engaging scripts for video, across a range of formats, adhering to (and evolving) best practice guidelines
- Create and update video titles, descriptions and thumbnails based on video performance, as required
- Develop a content plan that aligns to the video and BikeRadar content strategy
- Use and report on data insight to guide future content planning, keeping audience intent, satisfaction and performance front of mind
- Develop, pitch and execute commercial content that aligns client objectives with audience satisfaction
- Plan video shoots and carry out pre/post-production tasks
- Carry out bike/product tests, and attend rides, races, launches and shows, as required
- Engage with the YouTube audience through comments and community posts
- Develop and evolve video formats to ensure BikeRadar remains relevant and engaging to its audience, and up-to-date with the latest video trends
- Reformat video content for multi-platform use across web, audio and print
- Contribute to BikeRadar.com, the BikeRadar Podcast and Cycling Plus magazine

## **A bit about you**

### **Essential**

- Experience as a video presenter on YouTube and/or social media platforms
- Demonstrable experience as a writer, with the ability to produce clean copy to a brief and to tight deadlines
- An excellent understanding of road and gravel tech, trends and buying advice
- Excellent knowledge of pro tech trends
- The ability to work on multiple projects at the same time
- Experienced road cyclist and/or gravel rider, with the ability to confidently share your knowledge with others
- Able to travel domestically and internationally to cycling events and races

### **Desirable**

- Comfortable in front of the camera and willing to take part in a variety of on-camera activities, both scripted and unscripted, live and pre-recorded
- An understanding of audience data and YouTube tactics/trends, and how to use this information to produce successful video content
- Knowledge of the video production process
- Experience as a bike/product tester
- Full UK driving licence

### **Other information**

We respect and value differences. We believe that when people from different backgrounds and with different perspectives work together, we can create the most value for our people, readers, customers, and society. If you are excited about this role but your experience doesn't align perfectly with everything listed in the job description, we encourage you to apply anyway, as you may still be a good fit for this or other roles.

We're striving to create a more diverse and inclusive environment and to ensure our content is representative of all our audiences. We have established five internal D&I network groups to help our people feel supported and included, and to provide an open environment for people to network, mentor

and exchange ideas, solutions, and experiences. If there is anything we can do to make our recruitment process more accessible for you, please do let us know at [recruitment@ourmedia.co.uk](mailto:recruitment@ourmedia.co.uk).

### **Flexible and hybrid working**

We know we create great things and have fun when we come together in person and collaborate. We also know that working from home brings great benefits in terms of being able to focus on our work, and manage our personal lives around our roles. With this in mind, we have established a hybrid working pattern, with 60% of the working week spent in the office.

Our people also benefit from a flexi time policy, and a flexi location policy which gives everyone the opportunity to work from another location for two weeks during the year.

We are open to discussion about flexible working requests for any flexibility needs not covered by these policies.

### **Company benefits include**


- Pension contribution matched to 5%
- Season ticket loan
- Hybrid working pattern, flexi start/finish time
- 25 days annual leave plus bank holidays, plus Christmas closure, plus your birthday off
- Option to buy/sell up to 5 days holiday a year
- Social committee, regular in-house learning events
- 4x life assurance

### **Our values**

We strongly believe that work is not just about what we achieve, but how we achieve it. We want our people to thrive and develop, and we want to effect positive change in the world.

To put that spirit at the heart of our business, we created a set of values with input from everyone here. Our values are:

- **Be kind**
- **Always curious**
- **Be the best we can be**



We also have a sustainability strategy that is built on five key pillars: Research, Reduction, Recycling, Responsibility, and Reporting. We take pride in our strong partnerships across our complex supply chain to drive emission reductions. Additionally, our office building, Eagle House, is a zero-waste facility powered by solar and renewable energy.

**Apply today to take the next step in your career with Our Media.**

**The closing date for this role is 18<sup>th</sup> May 2025, however, we may close the role before the deadline, so please apply early to avoid disappointment.**