

Job Title: Digital Content Creator, Cycling

Salary: £25,000 - £27,000 DOE

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're looking for a Digital Content Creator to support BikeRadar's growth by producing timely, engaging content that reaches audiences across platforms including web, Apple News, social media and newsletters.

A core focus of this role will be delivering reactive, topical cycling stories and trends-led features that can reach new audiences through discovery platforms, search and social media.

This is a hands-on and varied role for a passionate cyclist who understands how great digital content works, and a natural curiosity for what makes audiences tick.

You'll have great ideas for digital cycling content and be able to move them quickly from concept to publication. This role requires agility and organisation, and plays an important part in maintaining daily digital publishing momentum.

You'll be able to identify stories with strong discovery potential and turn them into engaging content that attracts new audiences, while maintaining the expertise and trust that BikeRadar is known for. This could include breaking

cycling news, trends-based features, social-first content or short-form video ideas.

You will have a strong knowledge of road cycling – including the latest developments in tech and professional racing – and an understanding of the topics that matter to riders. Knowledge of gravel riding is a bonus, too.

You may come from a journalism, video, social media or digital marketing background, but most importantly, you'll be excited about creating engaging and accurate content that reaches large audiences.

Along the way, you'll have the chance to further develop your multimedia skills, with the opportunity to appear as a video presenter across YouTube and social media, attend events, and contribute to podcasts where required.

Key Responsibilities:

Writing

- Write engaging, high-performing digital content for BikeRadar.com and Apple News, with a focus on news and topical features. Identify timely stories with strong discovery potential and experiment with new formats to maximise reach and audience engagement

Social media

- Create and publish content in a variety of formats across social media platforms

Video and podcast

- Create supporting content to extend the reach of videos and podcasts. Contribute as an on-screen presenter (YouTube and social media) and podcast guest where required

Newsletters

- Create, build and send newsletters, adapting existing content for email and supporting the testing of new formats

Production

- Optimise headlines, upload and format articles in the CMS, fact-check copy and repurpose content for use across multiple platforms

Data

- Use performance data and audience insights to inform your ideas and build on successful content

A bit about you

Essential:

- Proven ability to produce engaging digital content
- Excellent writing skills, with the ability to explain complex topics clearly and accurately
- The ability to identify emerging cycling stories, trends and talking points, and turn them into timely, engaging news and features
- Excellent knowledge of road cycling, including current tech trends and professional racing
- Strong organisational skills and attention to detail, with the ability to work quickly and to tight deadlines
- Willingness to appear on camera where required
- A proactive, collaborative attitude and willingness to learn

Desirable:

- An understanding of how content performs across modern digital platforms, such as Google Discover, Google News and Apple News
- Awareness of digital audience trends and how they influence content formats, angles and packaging
- The ability to write engaging, platform-specific headlines that help content reach large cycling audiences
- The ability to interpret data to understand content performance and shape future ideas
- Experience adapting content for different digital platforms, including newsletters and social media
- Familiarity using content management systems
- Experience presenting or contributing to content for video, social media or podcasts

- Basic image and/or video editing skills
- Knowledge of gravel riding, mountain biking and wider cycling culture

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 six 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.

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 Friday 10th April 2026, however, we may close the role before the deadline, so please apply early to avoid disappointment.