**Job and Person Profile (JPP)**

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| **Job details** |
| **Job title** | Behaviour Change Officer  |
| **Job Reference** | 17879 |
| **Grade and Salary** | Grade 6 - £39,513 per annum (pro rata for part time)This role includes performance related pay progression |
| **Service and Team** | Waste and Environment - Waste Team  |
| **Location** | Endeavour House, 8 Russell Road, Ipswich, IP1 2BX  |
| **Hours per week** | 37 |
| **Status** | **Fixed Term for 3 years** |
| This role may offer the following flexible working options | * *Working part time hours (eg different hours/days to those advertised)*
* *Job sharing*
* *Working compressed hours (eg a nine-day fortnight)*
* *Term time working (including partial term-time working)*
* *Use of flexitime / time off in lieu*
* *Hybrid working options, including some home working*
* *Working from different Council buildings*
* *Working adjusted core hours (eg starting later and finishing later or other patterns)*
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| **About us** |

As a modern and effective council, we understand the importance of being flexible and well-connected in the ways we work. We focus our ambitions on doing what’s right for people, our partners and our communities - both now and for the future.

That’s why, as one of the largest employers in Suffolk, we believe in empowering everyone. Through career variety and collaborative working, accessible career paths and professional development.

The support and care we offer encourages and enables you to be the best you can be. To make a meaningful impact on the world around you. To achieve a unique sense of pride in what you do, why you do it and where. **Reimagine the possibilities.**

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| **Main purpose of the job** |

Don't be put off by the job title! We, in waste, love the variety of work the industry brings and the way we can make a tangible difference to protecting our environment and bring value for money to the taxpayer. This is an exciting opportunity to help shape the way waste is managed in Suffolk as a resource.

* Do you have a passion for the environment?
* Are you a good communicator?
* Do you want to work as part of a motivated and innovative team?

The recent change in legislation means that we will be changing the way we collect recycling in Suffolk, which means communicating these changes to residents in a clear, effective and motivating way is vital to ensure the service is used correctly and is efficient.

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| **Typical responsibilities of a role at this level** |

1. Liaising within the Suffolk Waste Partnership (SWP) to co-ordinate a programme of activities to communicate the new waste services to Suffolk residents
2. Researching and developing strategies for different audiences to engage with the new waste services – this will include hard to reach communities/audiences
3. Creating, writing content for social media platforms, website, articles, adverts etc
4. Developing a strategy and project plan for delivering a range of messages and methods of communication for residents across Suffolk.
5. Working with each district and borough on the intricacies of their demographics and housing type to deliver the strategy
6. Working with other agencies and partners to deliver a range of projects and initiatives to communicate the change in waste services across the county
7. Manage a budget for delivering various activities and ensure value for money for our residents
8. Having attention to detail to messages and nuances to motivate and engage service users
9. Seeking out opportunities to engage with service users and stakeholders for project buy in
10. Plan and manage a communication a significant budget across the county taking into consideration specific requirements from each of the districts and borough.
11. Procure communication channels and campaigns either directly or via an advertising agency.

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| **About the team**  |

We work as part of the Suffolk Waste Partnership to deliver waste services across Suffolk and drive waste up the hierarchy with the main aim to reduce waste

We are team players and welcome opinions, ideas and innovation and encourages and motivates others

The waste & recycling team delivers the Council’s statutory duties including the treatment and disposal of municipal waste and the provision of a network of recycling centres – also known as ‘dumps’ and ‘tips’ but we don’t like those words – too negative!

In addition, the team works closely with other agencies, most notably the district and borough councils responsible for waste collection, to ensure the smooth, effective and efficient delivery of these high profile, universal services and to influence public attitudes and behaviours in relation to waste.

All officers within the team contribute to delivering the team’s overall objectives, priorities and projects – which is to provide sustainable and effectives waste services with the aim of reducing waste and carbon emissions in the process.

Working as part of a wider team to manage Suffolk’s waste effectively, the post holder will deliver initiatives and projects to maximise recycling and waste reduction, improve customer experiences and improve environmental outcomes.

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| **What you will be expected to deliver in the role** |

**Day to day you will;**

* Develop and work to a communications strategy for the change in waste services
* Work with the SWP to produce communication materials and deliver initiatives across the county
* Work with the SWP to research and develop communication tools and materials to create a change in behaviour to waste in suffolk
* Write content for social media, website and other methods of communication such as leaflets, posters etc.
* Communicate with colleagues in all waste teams across the Suffolk Waste Partnership to understand their local needs with their waste service and the service users (residents)
* Plan and develop material for events and other public engagement – this could be display material, interactives and other engaging material.
* Understand the wider waste story within Suffolk and how each service relates to and impact each other.
* Analyse and interpret data/trends to understand and inform communication plans
* Identify and liaise with parish councils and other community groups to ensure our material and messages are amplified

Although this list provides examples of what you will be doing it’s not intended to be exhaustive, and you will have personal objectives linked to our People Plans and Strategies that will be discussed and agreed with your line manager when you start.

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| **Person Profile – what you will bring to the team** |

**Qualifications and professional memberships**

1. Level 5 qualification such as a degree ideally in a relevant area, such as project management, communications, marketing or equivalent experience and knowledge.
2. Evidence of personal commitment and continuous professional development.

**Values and personal qualities**

1. Demonstrates a passion for making a positive difference for Suffolk.
2. Shares our [WE ASPIRE](https://www.suffolk.gov.uk/jobs-and-careers/working-for-suffolk-county-council/our-weaspire-values/) Values and strives to lead by example in relation to these.
3. A strong commitment to fairness and Equality, Diversity and Inclusion (EDI).
4. Strives to continuously improve in everything they do, taking the initiative to learn and develop.
5. Brings creativity into their work through innovation and openness to change.
6. Collaborates well with others and offers assistance and support to colleagues.

**Specialist knowledge skills and experience**

1. Waste related legislation and policy including Simpler Recycling, DRS EPR and other waste prevention
2. Understanding of current Suffolk waste system.
3. Excellent understanding of Microsoft applications. Ability to learn to use new software.
4. Confident at writing and creating content for communication campaigns
5. Good knowledge and understanding of principles of sound financial discipline
6. Communicate complex ideas to others. Present information in person or in written form to a variety of audiences. Ability to share knowledge and/or present new information to others, possibly in a formal setting.
7. Good verbal & written communications skills required to convey varied and/or complex information with a range of audiences, including staff of all levels, members of the public etc.
8. Influence others to persuade them. Ability to undertake negotiations/influence on behalf of own team/special support function/service office
9. Understanding of data protection (GDPR) and FOI/EIR requirements.
10. Ability to undertake induction training of new staff and/or provide informal training for staff.
11. Understand reputational risk and mitigate through excellent planning, communication to stakeholders etc.
12. Understand how waste fits in the wider environment and climate change initiatives and messages.

If you think you have what it takes to be successful in this role, even if you don’t meet all the criteria, please apply. We’d appreciate the opportunity to consider your application.

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| **Travel requirements** |

* **Vocational Driving Essential (vehicle provided) -**Due to the nature of this role, you will require a driving licence. A vehicle will be provided.

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| **Our values – WE ASPIRE** |



At Suffolk County Council our WE ASPIRE values set out the behaviours we expect from everyone in the organisation regardless of who they are, what their role or grade is or where they work.

The values have been developed through feedback and input from employees at the council and underpin how we go about our everyday work. They define us and help us to be the best we can be.

Visit our [**careers pages**](https://eoce.fa.em3.oraclecloud.com/hcmUI/CandidateExperience/en/sites/CX_3001/pages/11002) for more information on our WE ASPIRE values.

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| **Our Customer Commitment** |



In addition to our WE ASPIRE values, we also have a **Customer Commitment** which sets out a number of strong principles that help support high standards of customer service and care that we can all endeavour to consistently demonstrate.

For more information, view our [**Customer Commitment poster.**](https://sccrecruit.blob.core.windows.net/assets/SCC/Other-Docs/17.06.2020_%20CUSTOMER_COMMITMENT_POSTER.pdf)

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| **More information for recruitment applicants** |

We offer a fantastic working environment including diverse and active staff networks,

great flexible working options and many benefits, as well as the opportunity to improve the lives of Suffolk residents.

Visit the [**Suffolk County Council career website**](https://eoce.fa.em3.oraclecloud.com/hcmUI/CandidateExperience/en/sites/CX_3001/pages/11002) to learn more, including information about adjustments to recruitment processes, our interview schemes and other commitments to equality, diversity and inclusion.