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# Job Description

**Job Title:** Behaviour Change Officer, London

**Reference:** SUS2722

**Salary:** Grade F: £24,446 per annum

Plus a London Weighting allowance of £3,995pa

**Hours:** 37. 5 hours per week

**Fixed Term:** Permanent Contract

**Base:** Sustrans offices in London

**Job Purpose:**

To deliver behavior change projects in a range of settings, including schools, universities, workplaces and communities, which support people to travel more by walking and cycling. To promote active travel to people including adults and children in the context of each project, for example enabling cycling to school by delivering the Sustrans Bike It project.

To recruit local ‘champions’ and support their involvement in our programmes to ensure project sustainability. To work with partners to develop projects and resources that respond to the needs of a diverse range of Londoners and local communities. To harness all resources available to promote active travel – including local authority and public health resources. To make links between project stakeholders and their wider community.

The key skills required are outlined below. Training will be provided in some of these areas.

**Place in organisational structure:**

The postholder will be part of a regional team that will report to the Head of Behaviour Change, London. There will be close liaison with local authority staff, Sustrans London staff and Sustrans National Behaviour Change team.

**Key Relationships:**

Internal: Head of Behaviour Change, London

Programme Manager, Behaviour Change, London

Senior Project Officer, Behaviour Change, London

Behaviour Change and Engagement Officers, London and UK wide

Other regional staff

Sustrans Central Team members – Bristol

Behavior Change and Engagement team members – UK wide

Volunteer team

Other Sustrans staff

External: Project ‘champions’

Local authority including transport planners, school travel, road safety, cycling officers and physical activity co-ordinators

Schools, workplaces and community groups.

Supporting organisations i.e. public health organisations, sports co-ordinators, British Cycling, local cycling groups and cycle training providers

Local media

Bike retailers

**Key Responsibilities:**

1. To be part of a regional team delivering Behaviour Change projects across a range of settings in London
2. To develop and deliver activities and events which promote and enable cycling and active travel through practical skills and awareness raising sessions.
3. To develop innovative resources for engaging a diverse range of people who live in London.
4. To bring neighbouring participants, organisations and institutions together in order to support cooperation and skill-sharing between them.
5. To promote cycling and active travel by working with local authorities, and other partners to help access secure cycle storage, on-road cycle training (meeting level 2 of the new national standard), Sustrans’ and local partners’ information, Cycle to School/Work weeks and other active travel events. The postholder will not be expected to deliver cycle training above level 1 to participants.
6. To provide support to participants, organisations, institutions and local authorities when needed in the consultation, planning and delivery of travel plans and safe walking and cycling routes.
7. To provide support to participants, organisations, institutions and local authorities when needed in the consultation, planning and delivery of temporary street closures, with a view to facilitating regular Play Streets and/or permanent infrastructure improvements.
8. To coordinate and deliver training to a range of participants including local ‘champions’ and project participants.
9. To deliver route audit sessions which will feed in to travel plans and enable change within the local environment.
10. To provide advice, information and other support for ‘champions’ – who include people from a wide range of roles and backgrounds.
11. To work with Sustrans Research and Monitoring Unit (RMU) to measure and record travel data and participant travel behaviour, with the support of local authority staff and the Sustrans Research and Monitoring Unit.
12. To support local authorities to monitor and raise awareness on air quality around schools, as and when required.
13. To compile progress reports and presentations for project funders.
14. To maintain up to date records of activities delivered, number of participants and other data relevant to Key Performance Indicators (KPIs).
15. To provide stories and information for Sustrans press office (who will liaise with other media partners) and project literature.
16. To develop links between local stakeholders, participating groups, organisations and institutions, and local authority services (cycle training, travel plans, public health initiatives).
17. To share good practice with other local authorities and projects in the area through presentations, workshops, press articles, social media.
18. To work as part of the wider team to help deliver London and National projects

**Communication and marketing**

1. To contribute towards raising the profile of Sustrans, by representing the charity at meetings, activities and events, as required.
2. To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile.

**Training and personal development:**

1. To attend essential Sustrans training as required by the Charity.
2. To ensure own personal development by working to objectives set as part of the Charity’s appraisal process.
3. To undertake core training in Cycle Instructor training, bike maintenance, ride leader training, first aid and child protection.

**Health & Safety, Safeguarding and Equality, Diversity and Inclusion:**

1. To support and comply with the organisation’s policy for the management of Health and Safety.
2. To support and comply with the organisation’s policies for the management of safeguarding.
3. To support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best practice in own role.

**Other**

1. To perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working Conditions:**

The post holder will be based at Sustrans London office and spend time on projects across London. There may be opportunities to work from home on occasions at the discretion of the Head of Behaviour Change. Work outside normal working hours and weekends will be required. Local travel on public transport, foot and by bike will be expected.

Employment will be conditional on clearance by the appropriate DBS Disclosure check.

**Special Note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled: Behaviour Change Programme Manager- London

Date: July 2019**Behaviour Change Officer, London (SUS2722)**

**Person Specification**

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| **Criteria** | **Essential** |
| Qualifications, education and training | Good standard of education |
| Experience | Experience of working with children and young people  Experience of partnership working within a community-based or environmental project  Experience of delivering a behaviour change project  Experience of delivering multiple projects with competing priorities |
| Skills and abilities | Excellent writing skills  Excellent communications skills  Excellent presentation skills  Excellent organisational skills  Ability to motivate others  Ability to plan and prioritise own workload |
| Knowledge | IT literate |
| Other | Committed to cycling and the mission of Sustrans  Undertaken (or willing to attend) national standard cycle instructor training course  Committed to walk, cycle and use public transport for most journeys  Sensitive to the lived experiences and various needs of London’s diverse communities  Committed to helping people in diverse communities feel like walking and cycling are viable transport options |

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| **Criteria** | **Desirable** |
| Qualification, education and training | Educated to degree level or equivalent |
| Experience | Experience in Internet research skills  Experience of leading group workshops and event planning  Experience of working with schools and local authorities  Experience of working with and engaging communities |
| Skills and abilities | Good report writing skills |