

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

Designation:	Senior Communications and Behaviour Change Officer – Waste and Recycling	Grade:	PO5
Reports to (Designation):	Head of External Communications (with dotted line to the Strategic Waste & Environment Manager)	Grade:	SMG1
Directorate:	Chief Executive	Section:	Communications and Engagement

Main Purpose of the job:

Lead the development and delivery of the communications and behaviour change strategy for the Waste and Recycling EPR programme.

To ensure that our diverse audiences and stakeholders are engaged and influenced to change behaviours.

To work closely with the Waste and Recycling Service and Recycling Advisors, to engage in person with residents, businesses and other stakeholders.

Summary of Responsibilities and Personal Duties:

- Lead the development and delivery of the communications and behaviour change strategy for the Waste and Recycling EPR programme.
- Plan, implement and evaluate integrated behaviour change campaign plans to support the programme, including reducing contamination, increasing recycling, and shifting public perception.
- Apply behavioural change theories and insights to influence behaviours.
- Produce communications and engagement materials to support behaviour change campaigns, including social media, web content, digital media and written communications.
- Identify, map and engage with existing and new stakeholders.
- Work with the Recycling Advisors to deliver engagement activities that reach diverse audiences, including in-person and on-site events.
- Manage project work to ensure it is carried out to agreed budgets and delivers value for money.
- Monitor, evaluate, and report impact to demonstrate performance to DEFRA

- Where appropriate, delegate work or work alongside officers from the Corporate Communications and Waste and Recycling teams to maximise resources.
- Keep up to date with latest trends, research and best practice to inform and develop future behaviour change activities.
- Produce factually accurate, engaging written copy for communications materials using plain English and following in house style guides.

Internal Contacts: These include the Chief Executive, Executive Directors and other senior members of staff; council officers working in services across the organisations, the Mayor, Cabinet Members and other councilors.

External Contacts: These will include local, regional and national stakeholders, communications leads and other representatives from partner organisations, local residents, local businesses.

To carry out the duties of the post with due regard to the Council's relevant codes and procedures.

All employees are required to participate in the Performance Evaluation Scheme (PES) and to undertake appropriate training and development identified to enhance their work.

Undertake other duties, commensurate with the grade, as may reasonably be required.

Consideration will be given to restructuring the duties of this post for a disabled postholder.

Number of fully managed staff: 0

Title:	Grade	No of posts
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Number of partially managed staff: 0

Title:	Grade	No of posts
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PERSON SPECIFICATION

JOB TITLE: Senior Communications and Behaviour Change Officer

POST NO:

DEPARTMENT: Communications and Engagement

GRADE: PO5

Note to Candidates

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

Please ensure that Equality and Diversity issues are addressed specifically in relation to the role for which you are applying when addressing the requirements of this person specification where appropriate.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

Equality & Diversity

Awareness of and a commitment to Equality of Access and Opportunity in a diverse community with an understanding of how equality and diversity relates to this post. **S**

Knowledge, Experience and Skills

Significant experience of delivering behaviour change campaigns to achieve agreed outcomes and best value **S**

Knowledge of, and experience applying behaviour change theory and insights to reach target audience and influence behaviour and choice **S**

Excellent working knowledge of communications and engagement practices in order to reach a diverse range of audiences **S**

Excellent working knowledge of evaluation techniques and practices in communications, with proven success in developing targets and evaluating campaigns **S**

Experience of providing communications advice to senior members of staff

Experience of using different channels and approaches to reach target audiences – including written communications, media, digital media and social media **S**

Experience of writing in a variety of voices suitable to different readers and to suit different communications channels **S**

Experience of working in a local authority or public sector environment is desirable, but not essential

A high level of written and oral communication skills

Able to work with sensitive information and act with tact and diplomacy

Able to make rational judgements when working under pressure and to tight deadlines

Able to manage multiple projects and influence stakeholders with conflicting views

Understanding of General Data Protection Regulations (GDPR) and the code of recommended practice for local authority publicity

Personal qualities

Candidates are expected to adhere to Lewisham's values

Circumstances

DBS Disclosure Required? **No** ☒ **Basic** ☐ **Enhanced** ☐

(Tick as appropriate – guidance available from your HR Advisor)

Physical

Candidates must meet the standard Lewisham requirements for the post