

**Communications & Behavioural Change Officer**

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| **Job Title:** | Communications Officer | **Date:** | 01/02/2022 |
| **Reporting Line:** | Senior Campaign & Behavioural Change Manager | **Salary:** | Grade 5£23,541 to £27,041 |
| **Team:** | Communications & Engagement Team  | **Business Area:** | Waste & Recycling |

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| JOB PURPOSE |
| To deliver communication campaigns as outlined in the Recycle for Greater Manchester communications plan in partnership with the local councils. The projects and activities aim to improve the quality and quantity of recycling collected across Greater Manchester, as well as promoting waste prevention and reuse.This involves writing copy and creating engaging social media to enable residents to understand and fully participate in the recycling services at home and at the household waste recycling centres. |

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| **KEY RELATIONSHIPS** |
| * Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside and Trafford Councils, including waste management and communications officers
* Executive member for waste in each council
* Waste and recycling committee members
* Operational contractor responsible for managing the waste treatment sites
* Waste management collection contractors
* GMCA portfolio holders
* Director of Waste and Resources Team
* Director of GMCA Communications and Engagement and Communications and GMCA Engagement team
* Partner Agencies working on relevant projects and functions in Greater Manchester and nationally, such as Wrap, Recoup, Defra, Environment Agency, Keep Britain Tidy.
* Charities, community groups and the third sector.
* Consultancies and supplier agencies
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| **KEY RESPONSIBILITIES**  |
| * To deliver a sustained and high profile, structured programme of targeted and district wide communications, relating to waste. This includes researching, planning and developing communication campaigns involving a range of behaviour change interventions including leaflets, blogs, social media posts and resident engagement to encourage waste reduction, waste prevention, re-use and recycling in Greater Manchester.
* To support with monitoring live social media feed to monitor the national landscape, run Facebook advertising and post regularly on social media channels (Facebook, Twitter, Instagram, Linked In, YouTube).
* To respond to enquiries received via social media and email, ensuring a response is prepared and a reply sent in a timely fashion as appropriate.
* To support the creation of content for the Recycle for Greater Manchester website and social media channels to support the campaign delivery plan
* To design and produce content for local publications and stakeholders newsletters
* To research advertising space which forms part of the communication campaigns, this involves selecting appropriate locations and developing the design and key messages
* To arrange and attend engagement events with councils, businesses, schools and community groups as required, answering enquiries from members of the public. Ensuring health and safety requirements are in place
* To contribute in the delivery programme of on and offline advertising campaigns across Greater Manchester using a range of media such as bus and tram advertising, newspapers and social media.
* To proactively identify opportunities for and draft press releases, articles, web and digital content
* To commission the design of campaign materials, which includes developing design briefs and working with external design and print agencies to design communications materials which are engaging and reflect the R4GM and GMCA brands.
* Some time will be spent working out of the office, working with the local councils, community groups, housing associations, attending events or visiting the waste facilities to collect data for monitoring purposes
* To build relationships and work in partnership with local council officers, housing authorities and other key stakeholders to deliver communication campaigns to Greater Manchester residents ensuring a consistent and clear message
* To collect and analyse relevant data such as surveys, waste compositional analysis and rejected load and sampling data from the waste treatment sites to inform and develop the social marketing campaigns.
* To monitor data collected from the campaigns over the medium and long-term, to evaluate the impact of the campaign on recycling rates, contamination, participation rates and collection crew compliance and share the findings with key officers as appropriate to help shape future campaigns.

**General*** To contribute to a range of dashboards used to monitor the communications campaigns and to monitor the performance and outputs of targeted initiatives conducted against performance indicators.
* To represent the GMCA at external meetings relating to communications and social marketing.
* To keep abreast of new developments, horizon scanning for new initiatives and innovation specifically in relation to social marketing campaigns and waste management processes
* To obtain quotes for communications materials and ensure that activities are delivered and offer value for money.
* To be accountable for ensuring the H&S responsibilities against the role are met, by wearing appropriate PPE and following health and safety protocols on the waste treatment sites.
* To support the team by attending educational visits and events as and when required.
* To provide a copywriting service to the team and key stakeholders where appropriate, drafting articles for inclusion in newsletters, information leaflets, posters and other corporate documents ensuring they are engaging and reflect the organisations brand guidelines.
* To keep updated on contractual changes within the waste and resources contract

 **NB:** This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required. |
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| **KNOWLEDGE, SKILLS AND EXPERIENCE** |
| **Knowledge & Experience** * Good standard of education up to degree level or equivalent relevant experience in a communications, engagement or other relevant discipline
* Excellent copywriting skills.
* Experience of delivering communication campaigns
* Ability to convey thoughts concisely and explain complex issues in a clear and simply way
* Good knowledge of social media platforms.
* Experience of researching, writing, editing and targeting information to the intended audience
* Experience of delivering events or information stands
* Experience of working with community and voluntary sectors on joint projects
* Ability to produce high quality campaign material and information to tight deadlines
* Ability to be flexible to meet the needs of all functions within the Communications Team
* Knowledge of the waste industry/environmental services sector/recycling sector (Desirable)
* Knowledge of the local Government sector (Desirable)
* Working knowledge of effective behaviour change tools appropriate to the task (Desirable)

**Skills & Behaviours** * Good administrative and organisational skills and a good standard of computer skills relevant to the role
* The ability to present to a wide variety of audiences
* Competent analytical and data skills
* The ability to manage and diffuse sensitive situations
* Self-motivated and enthusiastic.
* The ability to manage tasks, prioritise and work to rigid timelines.
* Commitment to a high standard of customer care and public service
* Flexible, innovative and persuasive approach
* Commitment to personal professional development and learning
* Willingness to work flexibly as some evening and weekend work will be required
* Willingness and ability to travel across Greater Manchester when required (individuals providing their own vehicle for use will be eligible for casual car user rate)
* Willingness to be part of the out-of-hours on-call service if required
* Flexible, innovative and persuasive approach
* Ability to develop and maintain positive and collaborative working relationships across the organisation and externally
* Ability to problem solve and have a solution focussed approach
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**Corporate Duties**

Avoid any behaviour which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.

Safeguard at all times confidentiality of information relating to staff and pensioners.

Refrain from smoking in any areas of Service premises.

Behave in a manner that ensures the security of property and resources.

Abide by all relevant Service Policies and Procedures.

**Records Management/ Data Protection -** As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

**Confidentiality and Information Security -** As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.

**Data Quality -** All staff are personally responsiblefor the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols.

To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.

**Health and Safety -** All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service’s undertakings.

**Service Policies -** All GMCA employees must observe and adhere to the provisions outlined in these policies.

**Equal Opportunities -** GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background