

**Role title:** Communications and Behavioural Change Officer

**Responsible to:** Lead Communications and Behaviour Change Officer

**Location:** Churchgate House, 56 Oxford Street, Manchester M16EU

**Salary:** Scale 5 (development grade) to grade 6 (experienced grade)

**Directorate:** Waste & Resources Team

## Role purpose

The primary purpose of the role is to support the development and delivery of behavioural change projects and activities outlined in the Recycle for Greater Manchester communications plan. The activities aim to improve the quality and quantity of recycling collected across Greater Manchester, as well as promoting waste prevention and reuse.

## Role responsibilities

1. To contribute to the development and delivery of a sustained and high profile, structured programme of targeted behaviour change campaigns involving a multi-agency approach encouraging waste prevention, re-use and recycling in the Greater Manchester region using best practice models and toolkits.
2. To deliver targeted campaigns and programmes to the GM community including; leaflet drops, bin stickering, engagement with the community and monitoring to encourage waste prevention, re-use and recycling in the Greater Manchester region using best practice models and toolkits. A significant proportion of time will be spent working out of the office either stickering bins, working with community groups, housing associations, attending events or by visiting our transfer loading stations and the material recovery facility to collect data for monitoring purposes.
3. To foster relationships and partnership working with community sector networks to support the delivery of the Communication Strategy and annual delivery plans.
4. To monitor campaigns through the collation of data and agreed key performance indicators of individual campaigns and promotions.
5. To undertake duties and support team members in all areas of responsibility within the Communication & Behavioural Change Team.
6. To keep abreast of new developments, horizon scanning for new initiatives and innovation.
7. To carry out research in order to develop and deliver targeted campaigns and programmes to encouraging waste prevention, re-use and recycling in the Greater Manchester region using best practice models and toolkits. (Experienced Grade).
8. To be responsible for the development of targeted promotional activities including commissioning, procurement and production of leaflets, bin stickers, website content, newsletters, public exhibitions, events, meetings and presentations etc. (Development grade with support) (Experienced Grade).

**BOLTON**  
**BURY**

**MANCHESTER**  
**OLDHAM**

**ROCHDALE**  
**SALFORD**

**STOCKPORT**  
**TAMESIDE**

**TRAFFORD**  
**WIGAN**

9. To liaise with the Waste Collection Authorities, press and other stakeholders to ensure consistency of messages conveyed to key target audiences using the most effective methods of media (Experienced Grade).
10. To monitor and evaluate campaigns through the collation of data and agreed key performance indicators of individual campaigns and promotions. (Experienced grade)
11. To prepare reports and make presentations to the Authority on relevant matters as and when required. (Experienced Grade).

#### **Other**

- Accountable for ensuring the Health & Safety responsibilities against the role are met.
- To promote equality of opportunities and the Authority's values at all times.
- Representing the Waste & Resources team at a local, District and national level as required.
- To be involved with and contribute to the introduction and development of new initiatives, procedures and working methods relating to the activities and work of the team.
- To undertake any other duties commensurate with the grade of the post

#### **Key requirements**

##### **Knowledge and experience**

##### **Development Grade:**

- Experience of delivering events
- 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

##### **Experienced Grade:**

- Educated to a high standard preferable degree level or hold an equivalent and relevant professional qualification (Desirable)
- Knowledge of the waste industry/environmental services sector/recycling sector (Desirable)
- Knowledge of the local Government sector (Desirable)
- Experience of targeted community campaigning and marketing behaviour change.
- Working knowledge of effective behaviour change tools appropriate to the task
- Experience of researching, writing, editing and targeting information to the intended audience
- Experience of planning, managing and delivering events

**Skills (all grades)**

- Good administrative and organisational skills and proficient in the use of ICT, including Microsoft systems
- 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.

**Personal qualities (all grades)**

- 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