

Kent County Council

Job Description: Safer Road Users Officer (Safer Road Users Behaviour Change Team)

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| Directorate: | Growth, Environment and Transport |
| Unit/Section: | Road Safety & Active Travel Group/Safer Road Users Behaviour Change Team |
| Grade: | KR 9 |
| Responsible to: | Safer Road Users Team Manager |

Purpose of the Job:

To develop, implement and support the education, training and publicity programme to achieve the Safer Road Users Behaviour Change Team's objectives. Post holder will demonstrate an excellent insight into behaviour change processes, delivering road safety interventions, evaluation of outcomes and engaging with all types of road users. This is aligned to the councils strategic objectives, Local Transport and Environmental plans, Vision Zero Strategy, Public Health Strategies, and the Active Travel agenda. The post holder will use professional knowledge to provide support and input into behavioral change interventions delivered across the Road Safety and Active Travel Group where required.

Main duties and responsibilities:

- The post holder must carry out their duties in accordance with the KCC Policy and Guidance on Data Protection, Information Governance, Equal Opportunities and Diversity Policy Statement, Safeguarding and Child Protection, the Health and Safety Policy and the Service's requirements and standards. This includes ensuring the safeguarding and welfare of children, young people and vulnerable adults they and their employees are responsible for or come into contact with, escalating any safeguarding concerns reported to them to the Designated Safeguarding Lead at the venue and with DSL within RSATG policy structure. Ensuring team compliance to appropriate training
- Being evidence led, use data and intelligence to research and identify priority road user groups and consider effective interventions with specific focus on Lifelong Learning, and those that 'cause' road crashes and put road users at risk.
- Contribute to and support the delivery of an annual education, training, and publicity plan including, but not limited to, encouraging compliance of Fatal Four and 20 mph zones, programmes across all education key stages, at risk groups such as young drivers, pedestrians and motorcyclists and emerging trends such as mature road users and cyclists.
- Develop and lead on the delivery of specific interventions and engagement, underpinned by lifelong learning and designed to encourage safer road user behaviours using education, training and publicity.
- Lead on the monitoring and evaluation of specific interventions and engagement to support the active travel agenda and Vision Zero Strategy.

- Support the Road Safety and Active Travel Group by advising and engaging to ensure the benefits of behaviour change have a positive impact on all aspects of the Road Safety and Active Travel Group
- Identify opportunities for partnering and co-ordination to extend the reach of road safety (education, training and publicity), seek external funding, promote and maintain links with stakeholder groups including Vision Zero partnership, the Public Health, Active Team, and other councils as well as County Member and local community groups.
- Recruit, train, supervise and performance monitor support staff where appropriate.
- Commission and manage suppliers and contractors where required. To ensure effective expenditure and value for money in accordance with County Council policies and procedures
- Represent KCC, liaising with the press office to deal with media enquiries and at national and regional forums aimed at improving road safety through education, training and publicity.
- Provide support to Members as appropriate in respect of behavioral change and represent the Highway Authority's position with the public and partners by attending and contributing to meetings / committees as appropriate with regards to Kent's approach.
- Investigate and respond to complaints and queries raised by staff and customers in compliance with corporate standards.

Footnote: This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification: *Safer Road Users Officer*

The following outlines the Minimum criteria for this post. Applicants who have a disability and who meet the minimum criteria will be shortlisted.

Applicants should describe in their application how they meet the criteria.

| | CRITERIA |
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| QUALIFICATIONS | <ul style="list-style-type: none"> • Degree, NVQ Level 4 or equivalent experience. • Relevant practical experience in road safety or a related field including completion of, or a commitment to attend, Road Safety GB Foundation course. • Completion of, or commitment to complete the managing in KCC programme. |
| EXPERIENCE | <ul style="list-style-type: none"> • Practical experience behavioral insights and change • Project management • Working with contractors and organisations • Stakeholder and partnership engagement • Of delivering education programmes |
| SKILLS AND ABILITIES | <ul style="list-style-type: none"> • Working without supervision • High standard of communication skills • Ability to think creatively and innovatively • An understanding of national and local road safety issues, and the principles of road safety. • An understanding of communication and engagement methods • An understanding of the principles of education and theories of learning. • Logical and structured approach to developing ideas into technically competent proposals. • Ability to demonstrate innovative thinking. • Ability to work accurately under pressure. • Ability to relate safety issues to the bigger picture, including understanding the implications that these may have on the organisation. |
| KNOWLEDGE | <ul style="list-style-type: none"> • Local government structure • Responsibilities and statutory duties of local government and blue light organizations |
| KENT VALUES AND CULTURAL ATTRIBUTES | <p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people</p> |

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| | <p>that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p> |
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