

Kent County Council

Job Description: *Environmental Engagement and Behaviour Change Manager*

Directorate:	Growth, Environment and Transport
Unit/Section:	Environment, Planning & Enforcement/Sustainable Business and Communities
Grade:	KR10
Responsible to:	Kent Environment Strategy Programme Manager

Purpose of the Job:

The Kent Environment Strategy and the Kent and Medway Energy and Low Emissions Strategy bring together partners from across all sectors, to reduce greenhouse gas emissions to Net Zero, support a green economic recovery, protect and enhance Kent's natural and historic environment, and support communities to be vibrant, healthy and resilient. The Strategies are underpinned by an implementation plan that includes numerous projects and initiatives.

The purpose of this role is to implement the Kent Environmental Communications and Engagement Strategy and provide expert-level input into related behaviour change policy and programmes being delivered by the team and by internal and external partners.

The role will drive effective and efficient day-to-day delivery of key communication and engagement initiatives, including conferences and workshops, multi-partner behaviour change campaigns, promotional news and reports, and customer insight and analysis. The post holder will also be responsible for leading and facilitating the development of the Kent Green Action Communications Network; a network of local public sector environmental communications experts working on joint projects and campaigns.

Main duties and responsibilities:

1. Ensure effective and efficient implementation of projects, making complex decisions as necessary to ensure they are delivered on time, on budget and as described in project initiation documents / funding agreements.
2. Identify priority areas for action, working with stakeholders and partners to plan and develop a 12-18 month rolling programme of activity in line with the Kent Environmental Communications and Engagement Strategy and deliver the resulting initiatives. Key initiatives that the post holder will be expected to implement include: COP26 engagement, Kent Environment Strategy Conference and technical seminars, Solar Together group-purchasing scheme, KCC Green Guardians refresh and launch, Kent Green Action Communications Network, and evidence-led behaviour change communications and engagement campaigns aimed at staff, residents, and businesses.
3. Oversee the development of a social media content calendar targeted to specific audiences, and ensuring all content adheres to corporate guidelines and policies.
4. Gather, analyse, and report on data and information to influence policy and provide expert advice, guidance and assistance to key sectors and stakeholders relating to environmental communications, engagement, and behaviour change.

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.

5. Directly engage and work with priority sectors and key stakeholders (including internal and external partners) to design, develop and deliver communication, engagement and behaviour change messages, campaigns, tools, techniques, training, and guidance.
6. Chair and attend meetings/appointments for projects, partners, and funders as a representative of the team. Take notes and follow up on actions.
7. Work with the Environment Strategy Programme Manager to identify future funding or income streams and business development opportunities.
8. Manage local project budgets. Meet all procurement and project reporting requirements from the funders and Kent County Council.
9. Develop relationships and work with other projects, partners, teams and stakeholders to ensure consistency of practice across the county.
10. Maintain an up-to-date knowledge of environmental and behaviour change related research and good practice.

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Person Specification: *Environmental Engagement and Behaviour Change Manager*

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

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

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none">• Graduate level qualifications in an environmental or engagement/behaviour change discipline or equivalent knowledge/professional experience.
EXPERIENCE	<ul style="list-style-type: none">• Proven experience in project and budget management.• Proven experience of collaborating with varied stakeholders and extensive partnership working.• Extensive experience of developing and managing successful communications and/or behaviour change campaigns.• Understanding of risk management processes and prioritisation.
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Excellent interpersonal skills to support the development of strong relationships with partners and other senior professional staff, including staff in partner agencies.• Excellent verbal and written communication skills applied to a wide variety of needs and audiences.• Proactive approach to problem solving and generating ideas to influence programmes and policy.• Ability to make complex decisions within specialist area.• Excellent organisational skills, with the ability to prioritise and manage workloads and undertake medium term project planning (12-18 months).• Ability to work accurately under pressure of deadlines.• Must work well in a multi-functional team.• Must be able to take instructions as well as lead on projects.• Strong ICT skills (Word, Excel, Outlook, Powerpoint)
KNOWLEDGE	<ul style="list-style-type: none">• Excellent knowledge of climate change and environmental issues.• Excellent knowledge of effective engagement and behaviour change techniques and campaign development.• Excellent knowledge of local authority responsibilities.
KENT VALUES AND BEHAVIOURS	<p>Everything we do should be guided by our values. They set out who we are as people, what we stand for and how we act. We have revised our values to reflect what we have heard from staff directly, and what we have seen clearly during the Covid-19 emergency response. These are the values that we demonstrate ourselves, see around us and collectively and individually strive for:</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.

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	<ul style="list-style-type: none">• We are strong together by sharing knowledge.• We are all responsible for the difference we make.
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