

The Health Improvement Commission for Guernsey & Alderney LBG

JOB DESCRIPTION

Active Travel Officer

Organisation: The Health Improvement Commission for Guernsey & Alderney LBG. The Commission is a newly formed third sector organisation which has responsibility for delivering the Healthy Weight Strategy and the Drug and Alcohol Strategy.

Job Title: Active Travel Officer. The post is full-time initially for a fixed term until 31st December 2022.

Reports to: Health Improvement Commission's Education Lead

Liases with: The post holder will work closely with:

- The Health Improvement Commission's Lead Strategy Officer / Healthy Weight Strategy Lead
- The Health Improvement Commission's Chief Executive Officer
- Traffic & Highway Services and other States bodies
- Health Intelligence Analysts (Health Improvement) & members of the Public Health team
- Schools, early years settings & States of Guernsey teams who support them
- Third sector / other supporting organisations (e.g., the Sports Commission, the Bikeability team, Youth Commission, workplaces, private sector)
- National and international connections
- Local media

Hours: To work 37.5 hours per week, subject to negotiation.

Salary range: £26,864 to £29,308 per annum

Job Purpose: The post holder will develop, coordinate and deliver a comprehensive programme of activities dedicated to the advocacy, promotion and facilitation of active travel ("*travel and transport by physically active, human-powered modes as opposed to motorised ones, largely for functional reasons*") across the life course and for all sectors of the community. The post will suit an enthusiastic individual who has experience of partnership working and delivering physical activity or other behaviour change projects. Experience of providing training or organising and running events is desirable. Excellent written and verbal communication skills, presentation skills and the ability to positively motivate others will be key to success in this role. The post will involve using creative skills to develop materials, workshops and training. It will also require significant engagement with web and social media to promote the Commission's work and raise awareness of the issues associated with Active travel. The role will also involve the monitoring / evaluation of both the processes and the outcomes of the initiatives.

Closing Date: 17th January 2019

Contact: Applications (to include a covering letter and CV) should be emailed to Dr Simon Sebire. Informal enquires are welcomed and may be made to Dr Simon Sebire (simon.sebire@gov.gg, telephone 01481 233538).

Main Duties and Responsibilities

1. Coordinate and deliver a workstream dedicated to the advocacy, promotion and facilitation of active travel across the lifecourse and for all sectors of the community.
2. Work with the States and education establishments including early years settings, primary and secondary schools and post-16 providers to develop effective active travel policies and provisions for children and young people, families and staff.
3. Work with local employers and employer organisations including the States of Guernsey, to support policies and practices which promote active travel (e.g., personal travel planning, policy development).
4. Advocate for the incorporation of active travel in the design process for any significant States capital projects (e.g., new school builds / refurbishments), other community projects and into general planning policy and practice.
5. Work with other charities, agencies (e.g. the Youth Commission, Sports Commission, Bikeability, Guernsey Bicycle Group, Guernsey Mind, Living Streets) or States bodies to promote active travel & walking/cycling infrastructure.
6. Embed active travel in local and island-wide events (e.g., shows, event days)
7. Develop and implement campaigns through a range of media, working closely with PR agencies to promote active travel (developing initiatives such as walk to work/school weeks etc)
8. Develop local insight into active travel through community engagement
9. Understand and apply current, evidence-based behaviour change approaches and frameworks to active travel.
10. Provide insight and examples from national and global evidence on the benefits of active travel (including health, sustainability, air quality etc) and blend this with local insight to support the case for active travel.
11. Be a sustained, trusted and reasoned voice for active travel in Guernsey & Alderney
12. Support the Commission in creating and managing a programme of social media coverage
13. To liaise with local media to give interviews and write press releases as required
14. To undertake any other appropriate duties that may be required by the Senior Management Team
15. To undertake such training as deemed necessary by the Senior Management Team
16. To work in accordance with Commission Policies, Procedures and Standards
17. To comply with the principles contained in the Data Protection (Bailiwick of Guernsey) Law 2018 concerning improper disclosure, misuse or breach of confidentiality in respect of information held on computer systems or otherwise.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications, education and training	<ol style="list-style-type: none"> 1. Degree in a related subject (e.g., Physical Activity & Health, Public Health, Sport Science, Psychology) or equivalent relevant work related experience. 	<ol style="list-style-type: none"> 1. Postgraduate degree in a relevant subject or equivalent 2. Training and/or qualifications in the promotion of physical activity including walking/cycle skills 3. Education in applying behavioural science / behaviour change approaches
Experience	<ol style="list-style-type: none"> 1. Project management experience 2. Experience of delivering projects with partners from different sectors 3. Good understanding and valuing of evidence-based public health 	<ol style="list-style-type: none"> 1. Working with children and/or young people in education settings. 2. Experience in leading training, workshops or events 3. Experience in public engagement
Skills and abilities	<ol style="list-style-type: none"> 1. Excellent writing, presentation and communication skills 2. Ability to collect, analyse and interpret data 3. Ability to communicate with all sectors of the community including the media 4. Ability to inspire and motivate other people / organisations 5. Ability to plan, prioritise and organise own workload 6. Good working knowledge of Office applications (Word, Excel, PowerPoint) 	<ol style="list-style-type: none"> 1. Use of social media in an organisational context 2. Marketing, design, creative media 3. Research, evaluation and monitoring of projects interventions
Knowledge	<ol style="list-style-type: none"> 1. Up-to-date knowledge of physical activity guidelines & health benefits of physical activity 2. Knowledge of current active travel policies, and physical activity promotion. 3. Working knowledge of social media 4. Willingness to engage in training, conferences and professional development 	<ol style="list-style-type: none"> 1. Knowledge of local organisations promoting physical activity / wider well-being initiatives 2. Knowledge of local travel issues 3. Knowledge of built environment planning / design processes
Other	<ol style="list-style-type: none"> 1. Committed to walking and cycling and the promotion of active travel 2. Ability to work out of office hours occasionally. 3. DBS check 	