



ROLE PROFILE

Role Title: Waste & Recycling Promotions Officer

Service: Environmental Services

Directorate: Place & Community

Accountable to: Waste Management Officer

Grade: Scale 5

Car Category: Casual

Purpose of role

- To support and facilitate the aims and vision of the Council in reducing waste under the control of the local authority, whilst increasing the levels of reuse and recycling presented and collected materials from the local community.
- To support individuals and local communities in understanding and engaging with the waste management service offered by the local authority to reduce complaints and maximise waste diversion from landfill.
- Supporting the local communities, through localised targeted education campaigns and talk to schools and local community groups, producing and using various methods and techniques to suit the audience.
- To co-ordinate key messages on reduce, reuse and recycle both internal and external to the local authority, ensuring messages are aligned and interlinks closely with the key strategies and policies
- To gather data and intelligence from the local operational crews on levels of performance and the participation. To work with the local service managers to develop initiatives to engage with the local communities, Schools and businesses to raise awareness of the benefits to the environment of reduce, reuse and recycling waste arising's and unwanted materials.



Key Objectives

1	To respond to customer enquiries and complaints and where needed visit the resident to help them to be able to engage with the services offered including organising the provision of containers
2	To assist in the development and delivery of reduce, reuse and recycling policies, projects and initiatives to divert waste from landfill
3	To assist in the development of materials and promotions used in engaging the local community to reduce, reuse and recycle
4	To visit local Schools and Community groups to deliver the engagement initiatives, including the demonstration of how waste is processed (this may include liaising with the staff in demonstrating the use of the refuse vehicle and the County Council)
5	To support the development and delivery of a social media platform and other tools that delivers the ongoing key messages and communication relating to the service operation
6	To work with the local charities and interest groups in maximising the message of reduce, reuse and recycling of waste and unwanted materials
7	To gather the waste data flow information needed by the local authority to support the completion of the statutory returns
9	To engage with the Business Intelligence and Development team to ensure continuous alignment of waste activities and campaigns
10	To assist in the management of the waste vehicle advertising and promotional campaigns, including the generation of funding and sponsorship from the wrapping of vehicles and other environmental services assets



Scope

This role is key to the delivery of the Council's policies and strategies associated with reducing, reusing and recycling of waste materials generated by local communities. This role is flexible and requires the post holder to address complaints and embrace all aspects of communication to ensure that key messages and education are delivered in a positive manner. The role is also key to the collaborative working across various other organisations such as Schools, Charities and local Community Groups, to ensure new methods of managing waste in the community are implemented successfully, recycling targets are supported through to achievements and blockages and issues quickly identified and resolved.

The post is located within the Environmental Services team in the Place & Community Directorate, and will work collaboratively with the Customer and Communications and Business Intelligence & Development team.

Work Profile

1. Strategy

The role assists in the development and delivery of the reduce, reuse and recycling policies and strategies adopted by the council.

The role supports the development of key educational and promotional activities, both internal and external, to aid the delivery of the diversion of waste from landfill.

2. Performance

The post holder will help to communicate the aims and vision of the service in the reduce, reuse and recycling of materials away from landfill, ensuring the methods, times and delivery channels adopted suit the demographics of the local area.

They will gather the data and intelligence associated to the service operation to ensure that statutory returns are completed accurately and submitted in a timely manner.

They will support the monitoring and sharing of internal and external seasonal and annual trends, as waste is reduced, reused and recycled away from landfill.



3. Service Quality

To be responsible for their own work and actions in ensuring service standards are met in relation to sharing data and information is adhered to and that communications are understood and met, minimising and mitigating any reputational or operational risks due to poor communications and information.

4. Resource Management

The post holder will utilise all available resources in terms of engagement, communication and education methods, to ensure that key messages are relayed effectively, minimising duplication and inefficient activity.

They will work with service teams, local community groups and charities to maximise the effectiveness of key messages and support provided to the local community and individuals where needed.

They will support the development of invest to save initiatives and external bids for funding to support the continuous improvement in service performance.

They will support local Schools and Community Groups in providing and loaning equipment, to assist in the delivery of targeted waste initiatives. To ensure the proper use of any equipment including the provision of any method statements or risk assessments associated to its use.

5. Supervision and Management

The post holder does not line manage any other roles.

6. Culture

The post holder will actively support the development of a customer focused and responsive team culture, which promotes equality of opportunity within and outside the organisation.

They will support the development of a positive organisational culture that is outward looking, evidence based and customer focused.

They will promote equality of opportunity in the delivery of the duties of the role



7. Communications

The post holder will closely liaise with other services and partners as appropriate, to ensure that the Council is able to respond effectively and efficiently to customers.

They will promote the service through demonstrable commitment to a high quality, excellent standards in written and visual media and verbal communication.

They will provide progress reports at agreed intervals, to the Waste Management Officer, Communications Team and Business Intelligence Team and Head of service as required

8. Main Contacts Associated with Principal Duties

External (Regular) - Residents and community groups, Schools, University, local businesses, LCC

Internal (Regular) – Environment Services operational staff, Waste Management Officer, Customer and Communications Team and Business Intelligence Team

9. Commitment

The Council's normal working week for the purposes of calculation of premium rates and enhancements is Monday to Friday 7 am to 7 pm. The Council operates a standard working week of 36 hours.

10. Risk Management

The post holder will be required to undertake initial on-site risk assessments associated to site visits aimed at mitigating risk of injury or incident to self and or others.

The post holder will be responsible for clearly identifying risks relating to standards of customer service and where possible or reasonable, to provide recommendations for mitigating action. They may be asked to lead on implementing the actions required to manage the risk effectively.



11. Working conditions

The role will require the post holder to be mobile and visit and work from occupied sites and working environments, where machinery and persons may be working.

The post holder will be required to work from an office base and where identified undertake home working activities.

12. Equal Opportunities

The Council is committed to achieving equality of opportunity both in the delivery of services to the community and its employment arrangements. We expect all employees to understand and promote our policies in their work.

13. Customer Focus:

To meet the Council's Standards of Customer Care at all times.

14. Core Tasks

To undertake any other duties which may be required within the needs of the service that are commensurate with the grade.

15. Health & Safety:

All employees have a responsibility for their own health & safety and that of others while undertaking their duties. Employees have a general duty to assist the Council in implementing its general statement on health & safety policy.

The post holder will from time to time, be required to undertake onsite risk assessments, prior to setting up and delivering place based educational events, projects or initiatives.

16. Legislation:

To comply with Data Protection legislation and all other relevant and applicable statutory legislation together with Council policies and procedures

17. Training & Development:

To comply with the Council's policies and practices relating to training and development, including an annual development appraisal.



18. I.T.

The post holder will be competent in the use of Microsoft IT packages. The council has a number of core IT packages that the post holder will be required to undertake training in the use of and achieve a competence level set by the Council.

The post holder will be confident in the use of social media understanding that any promotional posts and messages, will need to conform with the Council policy at all times.

19. Creativity

The post holder will need to develop educational and promotional material in consultation with the service manager and align the material to allow clear messages to be understood and adopted by the community. This can be in the form of educational key stage learning levels in line with materials used to educate hard to reach elements of the community.

20. Decisions and Consequences

The post holder will support the development of a programmed delivery of refuse and recycling related education and community support, which is approved and adopted by the line manager and the Place & Community Directorate.

21. Work Context

The above duties and responsibilities do not include or define all tasks, which may be required to be undertaken by the post holder.

The duties and responsibilities may vary without changing the general character of the duties or the level of responsibility entailed.

These factors are reflected in the grading of the post.

22. Physical Demands

The post holder will be required to travel across the local authority area visiting residents, schools and local community groups.



The post holder may be required to work out doors from time to time delivering educational material, undertaking initiatives as well as class room based.

May also be required to travel outside the area to visit activities undertaken by other authorities and network including attending seminars as appropriate.



PERSON SPECIFICATION

In this section the Skills, Knowledge, Qualification and Competency requirements to perform the role to a satisfactory standard are set out. The extent, nature and level of the role holder's knowledge and skills should be specified

PERSON SPECIFICATION	Examples specific to role	Required		Method of Assessment Application (A) Interview (I), Testing (T), Reference (R)
		Essential	Desirable	
SKILLS AND KNOWLEDGE	3 GCSE Passes at Grade C or above (or equivalent)	X		A
Technical knowledge and qualifications	A good knowledge of refuse and recycling including Reduce, Reuse, Recycle.	x X		A A, I
	Knowledge of Data Protection legislation		X	A, I
	Good working knowledge and skill of ICT packages such as Microsoft, with an aptitude to learn new software.	X		A, I
	Knowledge and ability to update and add content to social media platforms.		X	A, I
Planning and organising work	Ability to record information accurately and concisely	X		A, I
	Able to manage time, prioritise own work tasks and work to performance targets and deadlines	X		A, I
Planning capacity and resources	Able to use and manage service resources effectively to deliver the job	X		A, I



Influencing and interpersonal skills	Ability to build effective relationships with key stakeholders including residents, community groups, elected members and ward councillors.	X		A, I
	Excellent written communication skills in a range of media including: presentations, letters, social media etc.		X	A, I
	Effective negotiation and persuasion skills to suit differing circumstances.		X	A, I
	Ability to adapt communication style and approach to enable conveyance of messages across a wide range of communities and stakeholders.		X	A, I
PROBLEM-SOLVING Using initiative to overcome problems	Good analytical skills able to spot issues and develop potential solutions		X	A, I
Managing risk	Possesses an understanding of risk, especially in the context of external communication		X	A, I
Managing change	Able to contribute to the development and implementation of new processes and systems, in order to improve existing service delivery	X		A, I
	Willing to innovate and try new approaches, and be adaptable to change.	X		A, I
Accountability and Responsibility	Responsible for the delivery of allocated tasks and objectives.		X	A, I
	Undertakes tasks without supervision Ability to work on own initiative	x		A, I



Other	Commitment to Equality	X		I
	Commitment to Health & Safety	X		I
	Satisfactory Baseline Personnel Security Standard Check	X		Document Checks (includes Basic DBS)
	Full valid UK Driving Licence	X		I
	The ability to fulfil all spoken aspects of the role with confidence through the medium of English language. This includes the ability to converse with ease with customers and colleagues and provide advice in accurate spoken English	X		I

COMPETENCIES REQUIRED – All post holders must be able to comply with the Council’s Expected Behavioural Standards which include:

- **Putting customers first;**
- **Being positive and adaptable;**
- **Taking responsibility and achieving results;**
- **Working together.**

In addition, for those posts with management responsibilities the Expected Behavioural Standards will include:

- **Service delivery and change management;**
- **Financial and resource management;**
- **Leading, motivating and developing.**

Other information

- able to travel to meet service delivery requirements
- available to undertake work outside of normal working hours

Signed Line Manager	Signed Head of Service	
Print Line Manager	Print Head of Service	Date