

Behaviour Change Officer

Job Description

Reports to:	Senior project officer
Direct Reports:	none
Location of Role:	Manchester (homebased)
Contract:	Full-time, 12-month fixed term contact with potential to extend subject to funding
Hours:	37.5hours
Salary Band:	£26,520 per annum

Purpose of Role

To deliver the e-cycle support programmes behaviour change activities, including large and small-scale events linked to e-cycle loans and workplace engagement. This role will be integral to deliver events within communities or workplaces, ensuring beneficiaries are supported and signposted to opportunities across the intervention and driving the uptake in e-cycle use.

Scope of the role

Cycling UK, the cycling charity delivers grassroots cycling behaviour change programmes nationally. Our programmes are designed to reach diverse audiences and enable active travel, they include Community Cycling Clubs, Big Bike Revival, Cycle for Health and now the E-cycle Support Programme. This programme will create and deliver cycling opportunities which are inclusive, sociable and sustainable.

This role will be tasked to manage key relationships in the designated local area with stakeholders who are part of the e-cycle consortium. You will help drive key audiences to events and support them on their behaviour change journey, within this role you will deliver and facilitate community or workplace events associated with the programme, this includes:

- facilitating short and long-term loans
- organising and delivering capability and opportunity cycle sessions/events,
- workplace engagement package
- developing community e-cycle hubs

The Behaviour change officer will be a key local contact across the network and stakeholders, enabling opportunities to cycle in an inclusive manner. This will work to increase levels of physical activity, encourage cycling as a mode of transport and deliver the programmes objectives, which meet local need to address health, social and economic inequalities across the designated region.

Specific Duties

1. To be an expert in the field of Cycling UK behaviour change projects
2. To build positive local relationships to be able to launch, embed and sustain Cycling UK behaviour change projects appropriate to local need.
3. To assess the impact that Cycling UK behaviour change projects are having with a specific focus on increasing the number of trips by cycle, extent of modal shift, increased physical activity and behaviour change. This includes the collection of monitoring and evaluation data, data input to a online database and the generation of case studies, press releases and reports.
4. To deliver the E-cycle Support Programme across the area with a focus on underrepresented groups
5. To develop and affiliate Community E-cycle Hubs by engaging a broad range of communities, established groups within communities or by forming new community focused groups
6. To support and encourage workplaces to be cycle friendly, increasing the number of cycle commuters across the area.
7. To design and facilitate events that help more people to cycle, more often and try e-cycles in mutually supportive and social groups; provide access to training and practical support to enable volunteers to become a qualified leaders or instructors
8. To identify and facilitate opportunities for Community E-cycle Hubs to run public engagement initiatives / events that target non-cyclists and help overcome barriers to participation; including but not restricted to access to a e-cycle, e-cycle maintenance training, come and try it social rides, confidence training and information on where to cycle.
9. To deliver, promote and support Cycling UK's nationally significant interventions that require specific outputs and outcomes to be achieved and reported within a set timeframe
10. To build sustainability through volunteer recruitment, development and training
11. To use social media and web resources to create and support the programme within your area
12. To operate within a set delivery budget that is prescribed and monitored by the Programme manager / Senior project officer.
13. To work closely with local partners, stakeholders, projects and programmes.
14. To be an ambassador for cycling and the positive impact it can have on physical and mental well-being and community development.
15. To undertake other duties as required by the Cycling development programme manager / Senior project officer and Head of direct delivery.

Behaviour change officer

Person Specification

Cycling UK is fully committed to the principles of equality of opportunity and is responsible for ensuring that no job applicant, trustee, employee, volunteer or member receives less favourable treatment on the grounds of age, gender, disability, race, ethnic origin, nationality, colour, parental or marital status, pregnancy, religious belief, class or social background, sexuality or political belief.

Req	Essential	Desirable
Qualifications	<p>2 or more A Levels or equivalent</p> <p>Evidence of ongoing personal and professional development activities during career to date.</p>	<p>Degree or equivalent in a relevant topic</p>
Experience/ Knowledge	<p>Project planning, delivery and tracking</p> <p>First-hand experience of engaging and working with at least one of the following: community-based organisations, social enterprises, the voluntary sector or statutory public services</p> <p>Delivery of physical activity initiatives to groups of people.</p> <p>Volunteer engagement and development</p> <p>Planning, organising and delivering events</p>	<p>Previous employment in a similar role</p> <p>Knowledge of cycling services and supplier network across your designated region</p> <p>Knowledge of some or all of the following:</p> <ul style="list-style-type: none"> • Cycling industry • Health improvement initiatives • Physical activity development programmes • Active travel campaigns • Socially inclusive programmes <p>Prior experience of working alongside or directly for local authorities</p>
Skills	<p>The capability to sell a new concept or opportunity to a group of people.</p> <p>Excellent capabilities in all of the following skills areas:</p> <ul style="list-style-type: none"> • Time management • Written and spoken presentation • Interpersonal • Relationship management • Negotiating • Networking 	<p>Effective use of social media; updating webpages and utilising Twitter and Facebook in support of a project.</p> <p>Producing marketing materials able to successfully engage a target audience.</p> <p>Experience of using online data recording and monitoring software.</p>

Personal	<p>Self-motivated, creative, entrepreneurial and outcome oriented</p> <p>Able to set own priorities and deliver within a tight timescale</p> <p>Able to constructively build working relationships with colleagues and other partners</p>	
Other	<p>Ability to demonstrate and apply the Cycling UK values</p> <p>Flexible in terms of travel and working hours including weekends</p> <p>Understanding of and commitment to equal opportunities in service delivery</p> <p>Supporter of the aims and objectives of Cycling UK in promoting cycling</p>	<p>Good understanding of the benefits of cycling for everyday journeys, leisure and adventure.</p>

Job Holder:

Date: