

## Behaviour Change Officer

### Job Description

Reports to:	Senior project officer
Direct Reports:	none
Location of Role:	Luton & Dunstable, split between home-based and community hubs in Luton & Dunstable
Contract:	Full-time (37.5hrs p/w), fixed term contact until 20 October 2023 with potential to extend subject to funding
Salary Band:	RL 22: £24,840 – £27,600 per annum

### Purpose of Role

To deliver e-cycle behaviour change activities, including events and e-cycle loans. This role will be integral to deliver events within communities, workplaces, and education settings, 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 Making cycling e-asier 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 our partners. You will develop and sustain multiple e-cycle hubs within community, workplace, and education settings. Within this role you will design, promote, and deliver events and facilitate long-term loans to support participants on their behaviour change journey. Alongside this you will be responsible for managing our mobile fleet of e-cycles.

The behaviour change officer will be a key local contact for our partners and stakeholders within the local area, 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 supporting the monitoring and evaluation process and the generation of case studies, press releases and reports.
4. To deliver the Making cycling e-asier 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 and education settings 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.
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 an e-cycle, come and try/confidence training and information on where to cycle.
9. To manage the availability of the e-cycles fleet and provide basic maintenance.
10. To work with our local e-cycles partner, Evans Cycles, to facilitate loans for the public and maintenance of the e-cycles fleet.
11. 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
12. To work with Marketing and support Community Hubs using social media and web resources to create and promote programme content within the local area.
13. To operate within a set delivery budget that is prescribed and monitored by the Programme manager / Senior project officer.
14. To work closely with local partners, stakeholders, projects and programmes.
15. To be an ambassador for cycling and the positive impact it can have on physical and mental well-being and community development.
16. 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>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"> <li>• Cycling industry</li> <li>• Health improvement initiatives</li> <li>• Physical activity development programmes</li> <li>• Active travel campaigns</li> <li>• Socially inclusive programmes</li> </ul> <p>Volunteer engagement and development</p> <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"> <li>• Time management</li> <li>• Written and spoken presentation</li> <li>• IT literacy, including Microsoft Office</li> <li>• Interpersonal</li> <li>• Relationship management</li> <li>• Negotiating</li> <li>• Networking</li> </ul>	<p>Creating marketing content 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>Full UK driving licence</p>	<p>Good understanding of the benefits of cycling for everyday journeys, leisure and adventure.</p> <p>Cyclist</p>

Job Holder: .....

Date: .....