

## JOB DESCRIPTION

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<b>Job Title</b>	Sustainable Travel Officer
<b>Position Number(s)</b>	50982046
<b>Department</b>	Planning and Place
<b>Section or Service</b>	Transport Policy
<b>Grade</b>	HMG191

<b>Responsible to:</b>	Sustainable Travel Manager
<b>Employees directly supervised (if applicable):</b>	
<b>Family Tree</b>	
<i>Indicate by means of a diagram the position of job within the organisation or attach an organisation chart.</i>	

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### DESIGNATION:

#### 1. JOB PURPOSE:

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To design and implement initiatives that promote the use of sustainable travel

#### 2. DESCRIPTION OF DUTIES:

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- To deliver cycling and walking initiatives including our award-winning Social Cycling Programme, events, led-rides and walks, and cycle skills training – including management of contractors.
- To support local businesses with development and implementation of their workplace travel plans.
- To build and maintain relationships with our community groups and networks – particularly with ‘hard-to-reach’ groups.
- To manage the Royal Borough’s campaign to promote sustainable travel in the borough, including our social media accounts and website.

- To support the Sustainable Travel Manager with delivery of sustainable travel infrastructure including cycle parking.
- To further develop the Council's own staff travel plan and related sustainable travel initiatives.

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**I agree to the above job description**

**Post Holder**.....  
**Date**.....

**Head of Service**.....  
**Date**.....

### **3. DIMENSIONS:**

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**(WHERE APPROPRIATE)**

**Quote figures which give a picture of the job as follows:**

(a) Annual budgetary amounts with which the job is either directly or indirectly concerned

(b) Any other statistics relating to the work

### **PERSON SPECIFICATION**

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**Job Title:** Sustainable  
Travel Coordinator

**Conditions to Note:**

**Candidates:**

When completing your application form, please address your answers directly to each of the selection criteria below. This enables the panel to assess your ability to meet each criterion. It is essential that you give at least one example of your ability to meet each of the four Values and Behaviours: Putting Communities First, Respect, Integrity and Working Together.

#### **Recruiting Managers:**

The following values and behaviours are essential criteria in each post and must be addressed directly by candidates. The Guidance Notes on values and behaviours for managers give example questions to probe candidates in the interview and application stages of the recruitment process.

#### **Values & Behaviours**

The Royal Borough of Kensington and Chelsea has identified four key behaviours and values that should be demonstrated by all council employees. Successful candidates will show the ability to meet these behaviours. Candidates applying for managerial/leadership roles should also demonstrate two additional leadership behaviours.

A	<b>Equal Opportunities</b> Demonstrate an understanding of and commitment to Council policies in relation to Equal Opportunity, Customer Care and service delivery, and the ability to implement these policies in the workplace.
B	<b>Qualifications</b>  <b>Essential:</b>  Degree in relevant area  <b>Desirable:</b>  Other relevant professional qualification(s)
C	<b>Skills; Experience and Attitude</b>  <b>Essential:</b> <ul style="list-style-type: none"> <li>• Strong written and spoken communication skills, including presentation skills.</li> <li>• Ability to support, enthuse and motivate others, especially groups or individuals typically less likely to cycle.</li> <li>• Ability to engage individuals face-to-face at events and meetings.</li> <li>• Excellent negotiating and influencing skills.</li> <li>• Ability to collaborate effectively with internal and external stakeholders.</li> <li>• Excellent organisational skills with the ability to work independently, plan work load and prioritise effectively to meet deadlines.</li> <li>• Passionate about sustainable travel, especially cycling and walking, with the ability to demonstrate to others how these contribute to a more efficient transport system.</li> <li>• Ability to prepare promotional material, develop publicity campaigns and to organise events.</li> </ul> <b>Desirable:</b> <ul style="list-style-type: none"> <li>• Knowledge of current transport planning/policy guidance with respect to sustainable transport, healthy streets and travel plan initiatives, particularly the Mayor of London's Transport Strategy.</li> <li>• Experience in development and implementation of travel plans.</li> <li>• Successful engagement with key partners such as community groups, Public Health and Environmental teams, businesses, residents' associations and interest groups.</li> <li>• Basic understanding of traffic management.</li> <li>• Experience of running social media accounts and campaigns.</li> </ul>
	<b>Our Values &amp; Behaviours</b>
D	<div data-bbox="245 1800 855 1877" style="background-color: #007bff; color: white; text-align: center; padding: 5px; border-radius: 10px; margin-bottom: 10px;"> <b>PUTTING COMMUNITIES FIRST</b> </div> <ul style="list-style-type: none"> <li>• We put local people at the heart of decision making in everything we do.</li> <li>• We seek to include and involve: all voices matter.</li> </ul>

	<ul style="list-style-type: none"> <li>• We provide quality services that are responsive, effective and efficient.</li> </ul> <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> <li>• I actively involve and include the communities that I serve in my work.</li> <li>• I shall reflect the views of the communities in my daily work.</li> <li>• I shall improve the service I provide through seeking feedback from others.</li> </ul> <p>Our residents will feel that:</p> <ul style="list-style-type: none"> <li>• I have been included</li> <li>• I can see how my views have been taken into account</li> <li>• I can see improvements and developments based on my input</li> </ul>
E	<div style="background-color: #00b050; color: white; text-align: center; padding: 5px; border-radius: 10px;"><b>RESPECT</b></div> <ul style="list-style-type: none"> <li>• We listen to everyone and value the personal experiences of people in our communities and of each other.</li> <li>• We adopt a fair, and involving approach regardless of any way in which an individual is different to us.</li> </ul> <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> <li>• I adapt my approach to take account of all differences and cultures in the community and with colleagues.</li> <li>• I ensure I am equitable and fair by including those who are quiet or may not be able to represent themselves.</li> <li>• I communicate in a way that is respectful, encourages involvement and meets people's needs.</li> </ul> <p>Our residents will feel that:</p> <ul style="list-style-type: none"> <li>• I feel my culture and background are respected.</li> <li>• I have confidence that action is being taken.</li> <li>• I feel I am being treated fairly.</li> </ul>
F	<div style="background-color: #00a0e3; color: white; text-align: center; padding: 5px; border-radius: 10px;"><b>INTEGRITY</b></div> <ul style="list-style-type: none"> <li>• We act with openness, honesty, compassion, responsibility and humility.</li> <li>• We let people know what we are doing and communicate why and how decisions have been made.</li> </ul> <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> <li>• I demonstrate empathy in my interactions with others.</li> <li>• I am honest and transparent about the decisions I take.</li> <li>• I follow through on the actions I say I will take and take ownership for communicating the outcome.</li> </ul> <p>Our residents will feel that:</p>

	<ul style="list-style-type: none"> <li>• I am told when something is not possible and the reasons why are explained to me.</li> <li>• I feel my perspective is listened to and understood.</li> <li>• I feel my views are valued</li> </ul>
G	<div style="background-color: #008000; color: white; text-align: center; padding: 5px; margin-bottom: 10px;"> <b>WORKING TOGETHER</b> </div> <ul style="list-style-type: none"> <li>• We work together and in partnership with everyone that has an impact on the lives of our residents.</li> <li>• We want to understand, learn from each other and continually adapt.</li> </ul> <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> <li>• I work with others to provide an effective service for residents, local communities and other departments within the Council.</li> <li>• I seek ways to work with other departments to deliver a seamless service and find opportunities to improve.</li> <li>• I seek out opportunities to learn from my colleagues and build on good practice.</li> </ul> <p>Our residents will feel that:</p> <ul style="list-style-type: none"> <li>• I can get my issue resolved without being passed around departments.</li> <li>• I find it easy to access the services that I need.</li> <li>• I feel the Council is open to new ideas.</li> </ul>