

**WHERE  
CAREERS  
THRIVE**

**When potential  
is unlocked,  
talent *thrives***



**West  
Northamptonshire  
Council**

Job description and person specification

## **Travel Choices Officer**

Highways and Transport Service, Place Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.



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## **Purpose and impact:**

The Highways and Transport Team provides statutory services that all residents of West Northamptonshire use. The team is responsible for providing a safe road network that operates efficiently and effectively, providing strategic direction for the future development of highway assets, public transport, active travel and all road users, being mindful of budget constraints, legislation and the sustainability agenda. The team also fulfils the local authority's duty to ensure the safe travel of eligible students to school.

The Travel Choices Officer role will promote sustainable and low carbon travel choices for the health and well-being of the public throughout the area, reduce congestion and CO2 levels, and improve air quality. They will develop and implement a menu of interventions and projects designed to encourage travel behaviour change. The role holder will also prepare and deliver sustainable transport advice to local planning authorities and developers in respect of Travel Plan proposals, and ensure implementation of these Travel Plans where required through legal obligations and in line with local plans and transport strategies.

## **Accountable to:**

The Travel Choices Officer is accountable to the Principal Sustainable Travel Officer. This role sits in the Sustainable Travel Team, covering active travel and smarter travel behaviour change activities

## **Responsibilities:**

1. To deliver active travel and travel behaviour change (travel choices) projects devising and delivering initiatives that contribute to the objectives of active travel and sustainable transport strategies which encourage modal shift.
2. To devise marketing and promotional communications using a menu of communication channels including social media, on highway devices and in house websites
3. To review and Quality Assure all Travel Plans submitted to WNC through the planning process and provide responses to planning applications and the securing of funding through Section 106 agreements
4. To support the management of budgets (including external funding from Section 106 and third parties) for active travel and travel behaviour change, ensuring the best level of service is delivered to local communities in line with the Council's policies.
5. To develop and actively encourage partnership working with organisations, teams (internal and external), developers and communities to promote sustainable transport. To build relationships with a wide range of groups and individuals in order to achieve buy in to the concept of travel plans and sustainable travel
6. Represent the council at local and regional level sustainability groups and engage with partners in associated disciplines.

7. To contribute to active travel and other relevant funding bids and assist the Sustainable Travel Team on procurement activities, and any other contracts which may from time to time be required.
8. Demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons, and actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours to comply with the policies and procedures relating to health and safety within the department
9. Carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.
10. To maximise personal productivity, minimise duplication and errors; and manage our information efficiently and securely to reduce risk, through effective use of Office 365 and our internal IT systems and applications.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

## Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
		A, T, I, P, D
Able to communicate clearly and tailor communications appropriately to a wide audience.	E	A, I, P
Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	E	A,T,I

Knowledge:	Essential / Desirable	Measured by
Knowledge of the Active and Sustainable Travel policy context and good practice.	E	A, I, P
Sound understanding of behaviour change methods in relation to transport and sustainability and a good understanding of modal shift and accessibility planning	E	A, I, P
Conversant with local government procedures and its role in working with stakeholders	E	A, I, P
Understanding of the local, national and regional context of sustainable transport and sustainable development issues	D	A, I, P

Relevant experience:	Essential / Desirable	Measured by
Experience of planning policies and procedures and the development plan process and understanding of Section 106 Agreements used in relation to development	D	A, I, P
Experience of delivering and supporting projects to time constraints and within budget	E	A, I, P
Experience of devising behaviour change initiatives, and marketing campaigns	E	A, I, P
Experience of working with stakeholders to devise and deliver projects.	E	A, I, P

Education, training and work qualifications:	Essential / Desirable	Measured by
Educated to Degree Level/NVQ 4 or equivalent or significant and relevant work experience	E	A, I, D
A Project management foundation level or above qualification. A social marketing or marketing qualification	D	A, I, D

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

**Additional pre-employment checks specific to this role include**

*Enhanced DBS check as occasional work in schools and attendance at events involving children*

## Day-to-day in the role:

<b>Hours:</b>	37hrs pw	<b>Primary work base:</b>	One Angel Square, Northampton
<b>Job family band:</b>	Regulatory and Technical	<b>Worker type:</b>	Part-flexible
<b>Salary range:</b>	£33,369-£36,163	<b>Budget responsibility:</b>	N/A
<b>People management responsibility:</b>	N/A		

**Working conditions & how we work:**

The role requires occasional weekend and evening working at events usually during the spring and summer months

This role has been identified as a part-flexible worker type, this means that you will be able to work from other work locations and when not working from an office. You will be working remotely for up to 3 days a week (including from home).

## Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

<b>T</b> Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
<b>H</b> High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
<b>R</b> Respect	we respect each other and our customers in a diverse, professional and supportive environment.
<b>I</b> Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
<b>V</b> Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
<b>E</b> Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

**“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture”**

# When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

## The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

