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**Job Description**

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| **Job title:** | Climate Action Behaviour Change Specialist |
| **Department/School:** | Vice-Chancellor’s Office |
| **Reports to:** | Climate Action Project Lead |
| **Grade:** | Grade 7 |
| **Direct Reports:** | 5 part-time student Green Champions |
| **Hours:** | Full time role |
| **Committees:** | N/A |
| **Location:** | University of Bath Campuses and sites as required. |

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| **Job purpose** |
| The CA Behaviour Change Specialist will be part of a small Climate Action team working to facilitate implementation of the Climate Action Framework. The post-holder will take the key role in developing and delivering a University-wide behaviour change programme to reduce energy use and support transition to a low carbon community. This includes both staff carbon literacy and university wide behaviour change interventions, focusing on the behavioural aspects of energy use, and building on proven programmes (e.g. Carbon Literacy Project, Green Impact, S-Lab framework). As this is a new role, the post-holder will need to shape the project plan, prioritising areas of focus and develop measures to track and demonstrate progress. |

| **Main duties and responsibilities**  |
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| **1** | Develop a cohesive and integrated behaviour change programme, prioritising those areas with the highest impact |
| **2** | Plan and co-ordinate a staff carbon literacy pilot and programme, differentiated by audience and targeted at those areas which have the most significant carbon emission. (consideration should be given to using available sectoral approaches – for example the Carbon Literacy Project toolkits for Universities, Business Schools and Senior Leaders in HE) |
| **3** | Coordinate and lead the expansion of existing behavioural change programmes such as Student Switch Off, Green Impact, and S-Labs; investigate and implement other future programmes. |
| **4** | Develop and present business case as required to gain agreement for specific interventions, including funding proposals. |
| **5** | Engage and liaise with staff, students and other sustainability and environmental related groups, to provide good practice advice and support the practical adoption and implementation of innovative ideas on campus (examples include carbon reduction and waste minimisation).  |
| **6** | Recruit and manage student Green Champions to deliver and amplify the success of behaviour change programmes. |
| **7** | Run training events and workshops to increase staff/student understanding of how to reduce environmental impacts through changes in everyday behaviour |
| **8** | Promote an energy-saving culture at the University by developing relationships across the University including students, technicians and academics at all levels. |
| **9** | Develop incentive schemes to support behavioural change programme, including a Chancellors Prize for Zero Carbon for students and/or staff, Pilot a Climate Accountability Scheme to incentivise positive choices and encourage reduction targets for departments/cost centres. |
| **10** | Develop and deliver measures to monitor and track success of the behaviour change interventions. |
| **11** | Contribute to the University’s use of social media and web pages to promote and engage with sustainability initiatives |
| You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. This is a new role so the post-holder will be expected to be flexible and help develop a changing role.You are required to follow all University policies and procedures at all times and take account of University guidance. |

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**Person Specification**

| **Criteria** | **Essential** | **Desirable** |
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| **Criteria: Qualifications and Training** |  |  |
| Educated to degree level in an appropriate subject or equivalent qualification and / or experience in a related field | X |  |
| **Criteria: Knowledge and Experience** |  |  |
| Strong understanding of the case for climate action, and an ability to communicate this knowledge and explain this to others | X |  |
| Experience of working on and leading effective awareness/behaviour change campaigns | X |  |
| Experience of delivering successful carbon literacy programmes | X |  |
| Experience of developing and successfully applying for funding to deliver low carbon transition behaviour change programmes |  | X |
| Comprehensive knowledge of a wide range of carbon related issues including: energy, waste, transport, water and food. | X |  |
| Knowledge of meaningful measures to monitor and demonstrate success in behaviour change programs |  | X |
| Evidence of effective project management and delivery | X |  |
| Knowledge/experience of working in higher education, especially science laboratories  | X |  |
| Experience of co-creating behaviour change programmes with research analysis embedded |  | X |
| Experience of delivering to and consulting with a wide range of stakeholders | X |  |
| Experience of working with students/young people on climate change programmes |  | X |
| **Skills and Aptitudes** | **Essential** | **Desirable** |
| Excellent communication, facilitation and presentational skills – including both verbal and written communication and the ability to adapt communication style to suit the audience and to work with staff at all levels. | X |  |
| Confident networking skills; experienced in influencing and motivating others to action. | X |  |
| Excellent analytical skills including the ability to bring together diverse data into a coherent framework upon which to make evidence-based decisions | X |  |
| Experience in marketing, social media, events management; writing blogs, newsletters, website content, and reports. |  | X |
| Proficient in use of a range of office IT packages including Excel, Word, PowerPoint |  | X |
| **Attributes** | **Essential** | **Desirable** |
| Personal drive and desire to achieve results | X |  |
| An interest and passion for environmental (climate) issues with the ability to engage, influence and persuade others of the need for urgent change  | X |  |
| Organised, methodical, analytical, problem-solving approach | X |  |
| Able to think strategically, but with attention to detail; able to prioritise and time-manage | X |  |
| Able to demonstrate tenacity, determination and commitment to achieve results and react positively to any opposition or conflict | X |  |
| Able to work and interact well with others at all levels in a diplomatic manner; inclusive team-working approach | X |  |
| Takes initiative and ownership; sees issues through to conclusion; reliable and professional | X |  |

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| **Effective Behaviours Framework**The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.  |
| **Managing self and personal skills:**Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.   |
| **Delivering excellent service:**Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.   |
| **Finding innovative solutions:**Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.   |
| **Embracing change:**Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.  |
| **Using resources:**Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University. |
| **Engaging with the big picture:**Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.   |
| **Developing self and others:**Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.   |
| **Working with people:**Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.    |
| **Achieving results:**Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria. |