



**SWINDON**  
BOROUGH COUNCIL

<b>Job Title:</b> Road Safety Officer	<b>Role Profile Number:</b> RTN09
<b>Grade:</b> N <b>Salary:</b>	<b>Date Prepared:</b> January 2019 – updated March 2021
<b>Directorate/Group:</b> Strategic Transport & Infrastructure	<b>Reporting to:</b> Traffic Manager
<b>Structure Chart attached:</b>	No

### Job Purpose

To promote road safety through the provision of road safety education and training initiatives in order to reduce road casualties in Swindon in accordance with national and local policies.

To work with educational institutions, businesses and the wider Swindon community to encourage safe and sustainable travel behaviours to improve road safety and reduce the consequences of road traffic collisions.

### Key Accountabilities

#### **Road Safety Education & Training**

- Work with partners to identify and promote road safety initiatives for children and adults across the Borough
- Organise and manage training, promotions and events to address identified road safety priorities
- Develop and implement road safety education and training programmes to priority groups such as children, elderly, cyclists and powered two wheeler riders
- Monitor the effectiveness of road safety education, training and publicity activities
- Advise colleagues on the implementation of home to school transport policies in respect of safe walking routes.
- Work with the Council's Communications Team to co-ordinate the dissemination of news and information on road safety initiatives

#### **Partnerships**

- Build and maintain partnerships with funding bodies and other public sector organisations in order to deliver the Council's objectives around Road Safety
- Deliver joint road safety initiatives as part of the Wiltshire and Swindon Road Safety Partnership
- Build & maintain partnerships with schools, colleges, businesses and communities in order to deliver shared outcomes around safe and sustainable journeys

## **Bikeability**

- Manage the Bikeability programme in accordance with the requirements of the Department for Transport as the funding body
- Manage external suppliers contracted to provide training on behalf of the Council
- Liaise with schools, contractors and trainers over the organisation and supervision of the programme
- Monitor and report on the success of the scheme including all necessary financial reporting to the funding body.

## **School Crossing Patrol Service**

- Manage the School Crossing Patrol Service including sites funded by third parties or provided by volunteers, the recruitment, training and supervision of staff, the evaluation of potential sites and the on-going monitoring of the safety of staff at sites.

## **Safe and sustainable travel**

- Work with educational institutions, businesses and communities across Swindon to promote safe and sustainable travel behaviours
- Work with colleagues to bring forward engineering measures and enforcement activities to reinforce the desired behaviours around schools

## **Budgets**

- Manage work programmes within the agreed budgets
- Monitor and report on delivery against budgets

## **Knowledge & Experience**

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:*

### Minimum

- Experience of engaging the public & stakeholders on local and national initiatives in a similar or related field
- Good communicator, incorporating a cheerful, friendly and outgoing approach to people
- Staff supervision in a similar or related field
- Good interpersonal skills
- Computer literate (Microsoft Office)
- Ability to plan, co-ordinate and deliver work programmes demonstrating a strong commitment to quality & customer service.

### Preferred

- Knowledge and experience of the principles of road safety and casualty reduction in an education, promotion or training environment
- Knowledge of relevant legislation
- Self-motivated and ability to make appropriate decisions using own initiative
- Experience of managing budgets

- Experience of Local Authority procedures and School organisational structures
- Ability to make site visits

**Qualifications**

Minimum

- Educated to degree standard or equivalent or a significant level of appropriate experience in a similar role.

Preferred

- Appropriate qualification in the field of road safety, teaching or training (in a public sector environment)

**Decision Making**

- Make daily decisions regarding workload planning, problem solving and budget management
- Make decisions to target programmes and individual initiatives based on interpretation of data and evidence, and available resources
- Show creativity in using resources to deliver cost effective service
- Can make effective decisions quickly and will act on own initiative in order to resolve problems
- Has proven results obtained through team work and individual effort
- Has corporate insight and consideration

**Creativity and Innovation**

- Reviews ways of working and identifies opportunities to improve the quality of work of the team
- Identifies creative solutions to Council wide issues and takes action to address them
- Shows creativity in using resources to deliver cost effective services, looking beyond the boundary of current service delivery
- Continually identifying, evaluating and implementing innovative new areas of partnership to maximise and enhance the benefits for the wider community

<p><b><u>Job Scope</u></b></p> <p><b>Number and types of jobs managed</b></p> <ul style="list-style-type: none"> <li>• 7 School Crossing Patrol staff</li> </ul> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>• Delivery of face to face education and training events</li> </ul>	<p><b>Budget Holder</b></p> <p><b>Responsibility</b> Road Safety revenue budget - £10k</p> <p>School Crossing Patrol staff budget - £40k</p> <p>Bikeability budget - £65k</p> <p><b>Asset Responsibility:</b> Equipment used in road</p>	<p>No</p> <p>.</p>
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	safety education and training events. School Crossing Patrol equipment Mobile phone and laptop	
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**Contacts and Relationships**

- Build upon and develop effective working relationships with a range of internal and external partner individuals, teams, agencies and organisations to ensure that available resources, information and expertise are maximized to deliver positive outcomes
- Working closely together, improving communication and connectivity in order to make better use of the resources, facilities, relationships and partnerships. Working in a collaborative manner with external and internal customers, community members and other bodies that interact with this role.

**Values and Behaviours**

We strive to underpin our culture of being At our Best through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

**Other Key Features of the role** (working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury)

- Emotional impact of working with people who have been involved in road collisions and with their relatives
- Working at the roadside to assess road safety and plan or carry out road safety training. A variety of weather conditions and busy traffic conditions may be experienced along with the need to stand and/or walk for periods.

<b>Employee Signature:</b>	<b>Print Name:</b>
<b>Date:</b>	
<b>Line Managers Signature:</b>	<b>Print Name::</b>
<b>Date:</b>	