

Job Title: Sustainable Transport Assistant	Role Profile Number: CEN98
Grade: Salary: L	Date Prepared: 6th April 2021
Directorate/Group: Economy and Development	Reporting to: Transport Planning Manager
Structure Chart attached:	Yes

Job Purpose

- This role will assist the transport planning team in the promotion and delivery of Active Travel schemes and business travel plans. The assistant will be the ‘face’ of Swindon Travel Choices and will represent the project in a positive and professional manner. They will advise, converse and encourage people to take part in various schemes and/or change their travel behaviour.
- The project will be engaging businesses and residents as we recover from the pandemic and grow the cycling and walking infrastructure in the borough. The assistant role will be expected to set up and run events, roadshows and engage in one-to-one conversations to more closely discuss individuals’ travel needs and options, and organise and distribute tailored travel advice and training/ incentives, as required.
- Supporting duties could include delivering information and promotional materials to businesses and households, inputting survey data, conducting surveys and counts, undertaking admin tasks and updating social media feeds and website information.
- The role will also assist with preparing marketing materials for residents, such as brochures, magazines and leaflets.
- The role may include early mornings, evenings and some Saturdays and/or Sundays.

Key Accountabilities

- To work with businesses, residents and schools to encourage the use of sustainable transport, particularly for trips to work and school. The post holder will promote existing interventions and incentives, such as the Active Swindon Challenge and travel plans to encourage modal shift.
- To collect and record data from events and on the use and success of interventions/incentives to enable the wider project team to monitor the success of the project.

- To set up and facilitate events in public or workplace locations to provide promotional materials and seek sign up to the interventions.
- To assist in the maintenance, production and distribution of marketing materials, such as the Swindon Travel Choices website, social media, leaflets, magazines, and area brochures.
- To support and comply with the organisation's policy for the management of Health and Safety.

Supplementary Accountabilities

- To undertake admin tasks as required by the transport planning team.
- To deputise for the Travel Plan Officer.

Knowledge & Experience

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

- Excellent written and verbal communication
- Customer service skills with the general public
- Ability to influence behaviour and show support for the project through various promotional tasks and conversations.
- Previous experience in a marketing or promotional role
- Reasonably thorough understanding of travel options in local context; local bus routes and operators, local cycle network, local leisure spots etc.
- Computer literate (Word, Excel, Outlook).
- Knowledge of web technology and social media such as Wordpress, Facebook and Twitter an advantage
- Ability to converse knowledgably on transport issues with professional people in an office environment.

Qualifications

- Educated to GCSE level or equivalent.

Decision Making

- On the spot decisions about which tools/incentives to offer people and the most appropriate advice to provide, based on individual behaviours faced during conversations.
- Decisions are taken on a daily basis around workload planning

Creativity and Innovation

- An important element of the job is selecting and using appropriate delivery methods to influence travel behaviour towards sustainable modes. This requires flexibility and often innovative thinking rather than the simple application of guidance or standards. For maximum likelihood for success, travel initiatives must be tailored to the individual.

- This role requires a dynamic and creative approach to problem solving and excellent communication and interpersonal skills.

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • None <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • None 	<p>Budget Holder Responsibility</p> <p>Asset Responsibility: Website including mapping and journey planner, promotional materials/ merchandise, display boards, gazebo, maps, travel guides, Swindon Travel Choices incentives and interventions (including cycle loan scheme, cycle training, car club)</p>	<p>No</p> <p>.</p>
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Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

- Face-to-face contact with the public, during roadshows and events
- Liaison with other SBC teams and stakeholders
- Some meetings (face to face and online) with external organisations

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 Demands of the job:

- Dealing sensitively with complaints about the transport network
- Facing conversations with people who are unsupportive of project objectives
- Unsociable hours and unforeseen pressures.
- Events and activities will be conducted between 7am – 7pm, including some weekends, so flexibility required.
- Attendance at events could be outside
- Pressure of meeting regular targets and milestones and working to a programme
- Could face verbal aggression

Physical requirements - erecting stands, marquees, carrying boxes, distributing leaflets, potentially lots of standing, lots of walking. Ability to cycle desirable.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	