**OLDHAM COUNCIL**

**JOB DESCRIPTION**

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| **Job Title:** | Activation Officer (Active Travel Moving More) |

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| **Directorate:** | People Services | **Division/Section:** | Sport Leisure and Wellbeing |
| **Grade:** | 6 | **JE Reference:** | 11055 |

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| **Job Purpose** |
| This role will be responsible for the project management of a programme of activation, working closely with Public Health to ensure engagement and behaviour change to support a range of walking and cycling schemes, to meet funder requirements. |
| **Key Tasks** |
| 1. Developing and implementing high-profile activation and behaviour change programmes aimed at integrating physical activity into our community's daily lives, reducing car journeys, improving health, and contributing to a greener, less congested Oldham. 2. Aligning this programme with various strategies, including Oldham's Transport Strategy and the Oldham Health & Wellbeing Strategy, to meet strategic objectives and priorities. 3. Support the Oldham Local Pilot to ensure walking, cycling, and jogging are embedded into local plans with a resident focus. 4. Promote health, wellbeing, and physical activity, and increase awareness of the benefits of being more active. 5. Ability and willingness to lead and partake in activation activities being promoted and devised. 6. Leading tasks such as budget management, risk assessment, monthly reporting, and project programming within the Council's guidelines and procedures. 7. Collaborating with communities and voluntary sectors to maximise the use of transport infrastructure, as well as green spaces, recreational areas and facilities. Identifying barriers and working together to overcome these. 8. Facilitating community engagement and upskilling initiatives to empower community leaders and foster social networks that support residents to actively use the infrastructure available to them. 9. Supporting the creating and implementation of a new community Walking and Cycling Forum to champion cycling and walking opportunities in Oldham. 10. Contributing to the Local Cycling and Walking Infrastructure Plan (LCWIP) for Oldham and supporting to identify gaps in provision / activation. 11. Assisting in preparing funding bids and business cases for projects requiring activation programmes, including supporting organisations such as schools, businesses, and community organisations to bring more funding in to Oldham. 12. Complying with organisational policies and relevant legislation, both financially and legally. 13. Engaging with key stakeholders and attending meetings within the council and other organisations, which could include public participation meetings, forums and board meetings. 14. Handling enquiries, information requests, and complaints in line with the Council's procedures. 15. Thorough collection and analysis of data and insights across the activation programmes. 16. Contributing to knowledge sharing at the local, regional, and national levels. |

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| **Standard Duties:** |

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| 1. | To actively promote the equalities and diversity agenda in the workplace and in service delivery. |
| 2. | To uphold and implement policies and procedures of the Council, including customer care, data protection, finance, ICT, safeguarding and health & safety policies. |
| 3. | To actively engage with the behaviours and values of the Council to promote and support our Co-operative Agenda. |
| 4. | To undertake continuous professional development and to be aware of new developments, legislation, initiatives, guidelines, policies and procedures as appropriate to the role. |
| 5. | Undertake any additional duties commensurate with the level of the post. |

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| **Contacts:** Internal Council services, external stakeholders involving the voluntary and community sector, Transport for Greater Manchester, health professionals, public health colleagues, statutory bodies, private sector companies and contractors. |

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| Relationship To Other Posts in the Department: |

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| **Responsible to:** | Sport Leisure and Wellbeing Service Manager |
| **Responsible for:** | N/A |

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| **Special Conditions:**  None |

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| **Values and Behaviours:** |
| We have a clear set of values that outline how we do business. We share these Borough-wide with our residents, partners and businesses:   * **Fairness -**We will champion fairness and equality of opportunity and ensure working together brings mutual benefits and the greatest possible added value. We will enable everyone to be involved. * **Openness -**We will be open and honest in our actions and communications. We will take decisions in a transparent way and at the most local level possible. * **Responsibility -**We take responsibility for, and answer to our actions. We will encourage people to take responsibility for themselves and their actions. Mutual benefits go hand-in-hand with mutual obligations. * **Working together -**We will work together and support each other in achieving common goals, making sure the environment is in place for self-help. * **Accountability -**We recognise and act upon the impact of our actions on others and hold ourselves accountable to our stakeholders. * **Respect -**We recognise and welcome different views and treat each other with dignity and respect. * **Democracy -**We believe and act within the principles of democracy and promote these across the borough. |
| Internally we have translated these values into five Co-operative behaviours which outline the priority areas of focus for staff at all levels.   * Work with a Resident Focus * Support Local Leaders * Committed to the Borough * Take Ownership and Drive Change * Deliver High Performance   More information around our Values and Behaviours can be found on our Greater.Jobs pages. |

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|  | **DATE** | **NAME** | **POST TITLE** |
| **Prepared** | November 2023 | Eleanor Sykes/Pritesh Patel | Strategic Transport Team Leader / Sport, Leisure, and Wellbeing Manager |
| **Reviewed** | December 2023 | Zohaib Mohammed | HR Officer |
| **Reviewed** | January 2024 | Peter Richards | Assistant Director – Planning, Transport & Housing Delivery |

**OLDHAM COUNCIL**

**PERSON SPECIFICATION**

**Job Title:** Activation Officer (Active Travel Moving More)

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|  | **Selection criteria**  **(Essential)** | **Selection criteria**  **(Desirable)** | **How Assessed** |
| Education & Qualifications | A degree or equivalent qualifications, or substantial project management experience in a related field, coupled with a commitment to continuous professional development |  | AF |
| **Experience** | Extensive experience in community-based activation and engagement work  Experience of working in change projects and programme environments with proven experience of benefits realisation, communicating effectively and embedding change  Experience of acting as a positive change agent, proactively working in partnership with others to achieve organisational priorities  Experience in collecting, analysing, and interpreting data from various sources to inform activity planning and delivery  Experience of using project methodologies and tools, including software | Experience in developing and submitting funding bids | AF  AF / I  AF / I  AF / I  AF |
| **Skills & Abilities** | Excellent interpersonal skills to develop and maintain constructive working relationships with internal / external leaders, and to persuade and influence others to bring about behavioural change and achieve desired outcomes / results as appropriate.  Excellent organisational skills to complete tasks to potentially conflicting deadlines, re-prioritising own work as appropriate  Ability to work independently and use initiative in dealing with complex issues and situations | Demonstrated project management skills, including familiarity with public sector procedures and systems | AF  AF  AF |
| **Knowledge** | In-depth understanding of Active Travel, sustainability, public transport, public health, and their intersection with community dynamics and the expectations of communities  Knowledge of the principles of change management and how stakeholders can be engaged in the process  Knowledge of a range of project management techniques and their practical application in a business context |  | AF  AF  AF |
| Work Circumstances | Able to work flexibly to meet the demands of the service  Willingness and ability to travel efficiently using personal or public transportation to access various sites throughout the borough |  | AF  AF |

*Abbreviations:* AF = Application Form; I = Interview; AC = Assessment Centre; T = Test

**NB. - Any candidate that meets the criteria of our** [**Guaranteed Assessment Scheme**](#) **and meets the essential criteria of the role, will be guaranteed the first stage of assessment (whether that is an interview or another assessment, as appropriate).**

**Our Guaranteed Assessment Scheme supports candidates with disabilities, those who are aged 24 or under and have previously been in or currently in care, those that are carers, and those whose last long term substantive employer was the Armed Forces.**