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**Job Description**

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| **Job title:** | Sustainability Engagement & Communications Officer |
| **Period:** | Permanent |
| **Department/School:** | Vice-Chancellor’s Office |
| **Reports to:** | Climate Action Engagement & Training Manager |
| **Grade:** | Grade 6 |
| **Direct Reports:** | None |
| **Hours:** | Full time role (will consider part-time and flexible working arrangements) |
| **Committees:** | N/A |
| **Location:** | University of Bath Campuses and sites as required. |

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| **Job purpose** |
| In 2020, the University of Bath established a ground-breaking Climate Action Framework with the focus on addressing the climate crisis through its operations; its education: its research; and its partnerships. A core part of the Framework is to create the culture and environment to engage its staff and students and enable individuals to take action.  The Sustainability Engagement & Communications Officer will take the lead role in developing and delivering a University-wide climate and sustainability engagement programme for staff and students. At University of Bath, we have an engaged and active community of staff and students keen to take action on climate change and sustainability. This new role will provide vital support and resources to enable and empower our community to accelerate and increase action. This will support carbon reduction, drive institutional efficiencies, and increase collegiality around a vibrant sustainability community culture.  The role holder will take a lead on developing and delivering two major staff engagement programmes: [Green Impact](https://greenimpact.nus.org.uk/) and [LEAF (Laboratory Efficiency Assessment Framework)](https://www.bath.ac.uk/campaigns/laboratory-efficiency-assessment-framework-leaf/). Green Impact is an established national scheme run by SOS-UK (Students Organising for Sustainability) that will need tailoring for the University and rolling out. LEAF is already running as a pilot at the University, and this role will deliver a significant expansion to the engagement activities, resources and events to support colleagues.  The post-holder will also work with departments and our existing networks and stakeholders to assess the needs of different staff and student groups to deliver targeted actions to engage with them. This will include a variety of activities, events, campaigns and regular communications. This could include virtual, in-person, or hybrid training delivery, external expertise or a train-the-trainer approach. The post-holder will need to work closely with the Sustainability and Climate Action team, HR, senior management and the Comms and Marketing team to develop effective mechanisms to encourage participation in the engagement programme. In rolling out these programmes, the post-holder will need to monitor their effectiveness and identify opportunities for improvement. They will also need to consider ways to motivate the community through reward and recognition.  The role will develop other campaigns to support the transition to a low carbon community. This could include university-wide behaviour change interventions, and building on existing programmes, such as Carbon Accountability Schemes, Carbon Literacy training, Climate Fresk, Christmas Switch Off and Leave No Trace. Projects and work will be undertaken independently and in collaboration with departments and teams across the University and Students’ Union.  The post-holder will assume an integral role in developing and implementing a programme of sustainability events and campaigns, which serve as important platforms for promoting awareness and engagement. The post-holder will take the lead on organising regular events such as the annual Climate Action Awards, ‘Taking Action at Bath’ and Green Week, as well as representing Sustainability and Climate Action at University-wide events such as Open Days and Freshers’ Week. Through the coordination and execution of these events, the post-holder will contribute to creating a vibrant and inclusive sustainability culture within the university community.  The individual will have a creative flair for communications and will support regular sustainability and climate action comms including maintaining and developing webpages, writing a regular sustainability newsletter, creating social media content and developing case studies and on-site signage.  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. |

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| **Main duties and responsibilities** | |
| **1** | Work with the Engagement and Training Manager to develop a cohesive and integrated engagement programme, prioritising those areas with the highest impact. |
| **2** | Coordinate and lead the expansion of existing behavioural change programmes (LEAF); investigate and implement other future programmes (initially Green Impact). |
| **3** | Develop and deliver a range of engagement activities, events, campaigns, training and comms to support a sustainable culture across the university community. |
| **4** | 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. |
| **5** | Recruit and manage a network of staff and student volunteer champions to deliver and amplify the success of behaviour change programmes, including our existing Green Teams, Climate Advocates and Climate Champions. |
| **6** | Work with Campus Services and the Students’ Union to develop and coordinate student-focused behaviour change activities and support. |
| **7** | Support the Sustainability and Climate Action communication plan, developing webpages, managing the blog, writing a regular newsletter and contributing to social media to promote and engage our community with sustainability initiatives. |
| **8** | Develop and deliver measures to monitor and track success of the engagement and behaviour change interventions including producing a regular Sustainability and Climate Action communications and engagement report. |
| **9** | Support delivery of a carbon training programme for staff. This will incorporate both Carbon Literacy and also tailored role-specific training and workshops. |
| **10** | Represent the Sustainability and Climate Action team at events internally and externally. |
| The post holder will from time to time be required to undertake other duties of a similar nature as reasonably required by the line manager.  This is a new role so the post-holder will be expected to be flexible and help develop a changing role.  The post-holder is required to follow all University policies and procedures at all times and take account of University guidance. | |

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**Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
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| **Criteria: Qualifications and Training** |  |  |
| Educated to degree level in an appropriate subject or equivalent qualification |  | X |
| **Criteria: Knowledge and Experience** |  |  |
| Strong understanding of the case for sustainability and climate action, and an ability to communicate this to others. |  | X |
| Experience of developing and delivering training and engagement programmes across different levels within an organisation, including authoring materials. | X |  |
| Experience of delivering a range of effective engagement initiatives – this could include events, activities, training, campaigns and behaviour change interventions. | X |  |
| Experience of managing, delivering and monitoring a range of successful, targeted communications for a range of audiences. | X |  |
| Experience of planning and running a range of events and in-person activities to engage with a range of audiences | X |  |
| Experience of delivering to a wide range of stakeholders including working in a consultative capacity to understand the needs of different groups and tailoring initiatives accordingly. |  | X |
| Knowledge of meaningful measures to monitor and demonstrate success in behaviour change programmes. |  | 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 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. | 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 |  |
| Proficient in use of basic image and video editing software. |  | X |
| **Attributes** | **Essential** | **Desirable** |
| Personal drive and desire to achieve results. | X |  |
| An interest and passion for sustainability 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. |