

## Education and Awareness Officer

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**Department:** Infrastructure, Housing and Environment

**Division:** Natural Environment

**Reports to:** Education and Awareness Manager

**JE Ref:** IHE1071

**Grade:** CS09

**JE Date:** 24/6/2021

### Job purpose

Support the Education and Awareness Manager by running specific projects / workstreams to help deliver education programmes to enhance environmental awareness and encourage behavioural change to complement the Island's waste management, sustainable transport and / or environmental strategies. Promoting the conservation of the island built and natural environment to ensure a sustainable Island society for current and future generations to come.

### Job specific outcomes

Lead on the development and implementation of specific education and awareness work streams – as determined by the Education and Awareness Manager - related to waste management, transport and other environmental conservation related initiatives. Encouraging fundamental behavioural change within Government departments, schools, businesses and the community to raise awareness of key factors that affect Island life and require new sustainable ways of conduct.

Report the progress of the education and outreach campaigns to the Education and Awareness Manager, and ensure that project delivery is consistent with Government strategic aims and environmental protection, waste management and transport policy.

Organise and manage annual award and grant schemes intended to encourage and embed sustainability in education establishments and other Island organisations as relevant to the role.

Run eco-active as well as other accreditation programmes applicable to the allocated projects, supporting and enabling stakeholders from the business and wider public community to sign up and demonstrate their commitment to environmental and best practice sustainability standards for the benefit of the Island society.

Support the delivery of Government education and awareness campaigns and initiatives concerned with key environmental issues (e.g., waste, energy, transport, water and biodiversity) working closely with cross Government teams regarding campaign design, promotion and event management ensuring consistency of messaging and alignment with Government policies and awareness strategy.

Research the latest methods to support the delivery of education and engagement strategies to improve campaign design and outreach practices so as to more effectively motivate stakeholders

within Government and the Island community to adopt good behaviours and environmental friendly mobility, lifestyle and economic choices for the short and long term benefit of the Island.

Provide advice on the concepts and practicalities of the education and awareness projects overseen and how it interlinks and supports the delivery of wider Government strategy to inform policy and aid decision making processes.

Monitor spending to ensure that education and outreach campaigns are run within defined budget allocations, notifying any inconsistencies or cost pressures to Senior Management to ensure that any issues are addressed and the awareness programmes are delivered successfully.

Organise community events, create technical content for media campaigns and web applications and liaise with other internal and external stakeholders for the creation and distribution of promotional materials to support the successful delivery of education and outreach campaigns.

### **Statutory responsibilities**

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

### **Services**

The role refers to the following specialism:

- Project Support within Eco-Active, Education and Awareness Programmes (Recycling / Transport / Natural Environment)

### **Organisational structure**

TBC

## Person Specification

### Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p><b>Qualifications</b> <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Degree qualification or equivalent gained by substantial practical experience in a relevant specialism (e.g. Environmental Studies, Sustainability Management, Marketing, Business, PR etc.)</p>	
<p><b>Knowledge</b> <i>This relates to the level and breadth of practical knowledge <b>required</b> to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<p>Knowledge of:</p> <p>Environmental issues on a local, national and international scale</p> <p>Web editing techniques</p> <p><b>Basic understanding of GIS</b></p>	<p>Knowledge of:</p> <p>The activity and processes of Government</p> <p>Management reporting as it relates to this role</p> <p>The Growth, Housing and Environment priorities, key objectives, risks and issues relevant to the department division and the role</p>
<p><b>Technical / Work-based Skills</b> <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Computer literate with ability to operate the Microsoft Office package.</p> <p>Ability to use technical business applications designed to capture, store, manipulate and analyse technical data as relevant to the specific service and industry.</p>	<p>Driving licence (Group B)</p>
<p><b>General Skills/Attributes</b> <i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>Problem solving, negotiation and influencing skills</p> <p>Confident decision-maker</p> <p>Ability to successfully implement innovative approaches to service delivery</p> <p>Strong relationship building skills</p> <p>Ability to present effectively, both verbally and in writing</p> <p>Ability to produce written materials (e.g. letters, reports, discussion papers, proposals) to a high level for presentation</p>	
<p><b>Experience</b> <i>This is the proven record of experience and achievement in a field,</i></p>	<p>Experience of:</p> <p>Working within environmental education</p>	

<p><i>profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<p>Working in and supporting the implementation of environmental campaigns</p> <p>Work procedures, processes and methodologies as relevant to their field of expertise</p> <p>Implementing planned strategy</p> <p>Writing web content</p>	
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**Core Accountabilities, Attributes and Behaviour Indicators**

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the Government of Jersey tier 4 core accountabilities attributes and behaviour indicators.

**Organisation chart**

