

<b>Title of post:</b>	Communications & campaign officer
<b>Accountable to:</b>	The Head of Programme
<b>Reports to:</b>	Communications & Behaviour Change Manager
<b>Key Contacts:</b>	<p>Senior members and officers of LWARB, GLA, and London Councils, the London Boroughs and Statutory Joint Waste Disposal Authorities, WRAP and other key local and national stakeholders.</p> <p>Consultants and applicants to LWARB's programmes. Members of the Board and its Committees.</p> <p>Contractors, agencies and other suppliers delivering campaign and communications activity.</p>
<b>Job Grade:</b>	Grade 6
<b>Period:</b>	3.5 years fixed term to March 2020 (current end date for the Resource London programme)
<b>Hours:</b>	Full Time
<b>Location</b>	The officer will be based at the LWARB's Offices at 169 Union Street, London, SE1. Some travel to events and meetings across London will be required.
<b>Main purpose of job</b>	
<p>The main responsibilities will be:</p> <p>London Waste Authority Support Programme (the Programme).</p> <ol style="list-style-type: none"> <li>1. To assist in the delivery of the Programme, in particular the Recycle for London campaign;</li> <li>2. To assist the Communications &amp; Behaviour Change Manager in delivering communications work streams within the Programme;</li> <li>3. To assist in procurement and financial administration on appropriate lines within the communications budget;</li> <li>4. To work with individual or groups of London waste authorities under the guidance of the Communications &amp; Behaviour Change Manager;</li> <li>5. To support stakeholder engagement and help create and monitor communications evaluation frameworks;</li> </ol>	

6. To manage day to day contact with consultants and contractors;
7. To disseminate the Programme through attendance at waste network meetings, presentations, newsletters and other media;
8. To undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job; and
9. To support the Programme Partnership Board.

#### **Main accountabilities**

- Maintain the Recycle for London website and other digital channels, participating in the creation of digital content and scheduling/maintaining the Recycle for London social media channels according to plans developed and agreed with the Communications & Behaviour Change Manager. This includes monitoring and responding to consumer and other stakeholder messages, feedback and requests for information such as those received via the website ([info@resourcelondon.org](mailto:info@resourcelondon.org)), as well as creating and deploying new channels where it is deemed necessary.
- Assist in the delivery of communications support to boroughs and joint waste disposal authorities, working closely with targeted London waste authorities to help develop bespoke communications plans and activity as well as administering and evaluating grant-funded activities at borough level. This includes working with boroughs to ensure that communication materials funded by the programme are impactful, up-to-date, accurate and branded according to Recycle for London guidelines.
- Provide events support for London-wide Recycle for London pop-ups, workshops and other community events, managing contractors on a day-to-day basis as well as venues, delegate contact and any logistical activity required, including financial administration.
- Liaise as directed with partners across London to ensure the effective use and promotion of the Recycle for London brand, working with WRAP and the GLA where appropriate and attending and presenting to networking meetings on behalf of the team as required.
- Maintain and regularly update the Recycle for London creative assets and resources available to London's waste authorities, including photography, communications templates and materials, planning and scheduling information and effective messaging that has been tested as working with London audiences. Ensure that waste authorities are kept up-to-date with what's available.
- As directed, support the Communications & Behaviour Change Manager to identify and procure consultants and contractors to deliver above and below the line campaigns, ensuring that LWARB financial processes are followed.
- Work with the team to maintain and monitor activity plans both on a campaign-by-campaign level but also across the programme's communications activity, to ensure effective scheduling takes place and messaging/media conflicts are minimised.
- Provide evaluation support on all Recycle for London campaign activity as well as local authority communications supported by the programme, gathering the data necessary to report against all activity for effectiveness according to criteria agreed with the Communications & Behaviour Change Manager and the wider programme

team. This includes liaising with WRAP’s evaluation team where appropriate.

- Support the Communications & Behaviour Change Manager in the delivery of research to provide insight into London audiences, behaviours and attitudes across a range of subject areas and on both a London-wide and more localised level, as appropriate.
- Provide communications support to the wider LWARB team as directed by the Communications & Behaviour Change Manager, including working with suppliers and the team to provide good quality materials and event support for other LWARB programmes (e.g. Circular Economy).
- Co-ordinate the schedule of workshops and webinars provided by the programme to waste authorities on key communications issues, including audience research, campaign updates and communication planning and evaluation. This includes managing invitations, venues, suppliers and follow-up processes.
- Provide financial and administrative support on the communications elements of the programme, ensuring robust contracts are in place with all suppliers, that suppliers are monitored on the performance criteria in their contracts and paid on time, and that procurement and contract review mechanisms are followed effectively.

**Other duties**

- Work as part of a team to assist in the delivery of the objectives of the Programme;
- Undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job.
- Co-ordinate any communications training required by the wider LWARB team.
- Carry out all tasks and allocated work within agreed timescales and budgets.

Knowledge, skills and experience	Essential	Desirable
1. Excellent literacy, numeracy and communication skills and ability to influence and present to stakeholders.	X	
2. An understanding of the local authorities		X
3. Experience of working collaboratively with a large number stakeholders at a senior level.	X	
4. Experience of delivering creative campaigns through a range of media.	X	

5. Expertise and experience in delivering digital campaigns including: content creation; social media management; planning; scheduling and reactive channel management.	X	
6. Excellent project management capability including experience of managing multiple projects involving multiple stakeholders.	X	
7. Experience of procuring and project managing consultants to deliver multiple and complex projects.		X
8. An understanding and knowledge of the waste management sector.		X
9. Experience of using IT systems including MS Outlook, word-processing, spread sheets and databases.	X	
10. An understanding of equality of opportunity, valuing diversity and the ability to translate this into action.	X	