

|                     |   |
|---------------------|---|
| <b>Job Title</b>    | Environmental Services Behaviour Change Team Leader |
| <b>Grade</b>        | Band H  |
| <b>Reporting To</b> | Environmental Services Senior Waste Manager         |
| <b>JD Ref</b>       | OPS0077G  |

## Purpose

The Behavioural Change Engagement Team Leader will lead on the Council's waste education, engagement activities, awareness raising and soft enforcement programmes. Engage with households and key stakeholders to promote recycling, waste minimisation, change recycling behaviours and reduce contamination in the recycling stream. This will include contributing towards operational team performance, the quality assurance of completed work, and engagement with the public to secure their high satisfaction with the service and participation in recycling.

## Main Duties And Responsibilities

### Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values in the role and organisation.

### Duties & responsibilities:

- Support the introduction of recycling initiatives and campaigns that raise awareness about waste minimisation and the circular economy to encourage participation.
- Develop and deliver targeted waste management projects that address issues of poor recycling by improving knowledge and changing behaviour.
- Work alongside operational managers to improve the monitoring and recording of contamination and presentation data.
- Provide advice and solutions directly to individuals and households where there are issues with waste.
- Organise or support events and activities with local community groups or schools that raise awareness, educate and promote the service
- Tackle low level take-up or non-compliance, particularly in relation to waste collected from communal housing as well as the development and delivery of a comprehensive engagement plan with other relevant bodies or organisations.
- Conduct consultations, surveys and audits as required.
- Support the preparation and development of bids for internal and external revenue and capital funding for waste related projects or services.
- Record and monitor progress and maintain records of activity and engagement and delivery of the Behaviour Change Work Programme.
- Support the development and delivery of any project communication materials such as posters, leaflets, campaigns etc, freedom of information and environmental information requests.

- Contribute to the delivery of the Council's Climate & Waste Management Strategies and Action Plans undertaking work and liaising with individuals and teams across the Council in the delivery of related services.
- Understand the needs of the community through analysis of service data, citizen feedback.
- Develop relationships with key stakeholders and partner organisations, including the Merseyside Recycling and Waste Authority.
- Be responsible for allocated resources including fleet, PPE and equipment including investigation into any loss or damage of such resources
- Support the waste management team to increase recycling and reduce residual waste including, bin checks, issuing bin stickers, reporting broken/extra bins and stickering contaminated bins.
- Oversee load samplings in order to verify the contamination rate and challenge the results if necessary.
- Work with the Corporate Communications team in the preparation and delivery of publicity material for the promotion of the Borough's recycling initiatives.
- Prepare and deliver educational materials and presentations to stakeholder groups on waste/recycling matters including schools, local community groups, registered social landlords and Council employees.
- Lead on the implementation of new recycling and waste initiatives.
- Analyse data and assist with performance monitoring and reporting.
- Respond promptly and deal with customer enquiries and complaints.
- Raise instances of non-compliance/contamination with residents and explain corrective actions
- Maintain an understanding of the Council's waste enforcement policy and be able to explain this to residents.

#### **Communication and Engagement and Training:**

- Deliver a high-quality service and level of performance which contributes to achieving any agreed service targets and improvement objectives, contained within the service plans and policy documents.
- Consult with internal and external organisations as appropriate and communicate with stakeholders the findings of resident sampled waste data and those consultations undertaken with regards to contamination submission notices.
- Provide reasoned advice, opinion and responses to elected members, applicants, agents, members of other Council Departments and other stakeholders, on all matters related to the Waste & Recycling function.
- Lead a team of Behaviour Change Officers, share pertinent information and assist environmental services colleagues when necessary.

#### **Data Analysis and Decision-Making:**

- Managing personal workload and responding to changing priorities and objectives as required.
- Maintain associated records of work and administrative procedures.
- Well-developed negotiation skills and a proven track record of developing effective relationships in a supervisory management setting.

#### **Compliance:**

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure compliance with the Council's Health and Safety Policy and to take such steps as are reasonably practicable for health and safety. Complying with own safety responsibilities, co-operating with management in all respects.



CUSTOMER  
FOCUSED



ACCOUNTABLE



PROFESSIONAL



AMBITIOUS

- Protect the council's information assets from unauthorised access, disclosure, modification, destruction or interference
- Report actual or potential security incidents.
- To use equipment as instructed and trained

**Other:**

- Expected to deal with day-to-day issues. Escalating more complex issues and problems to the Environmental Area or Senior Manager.
- Any other duties commensurate with the grade.

## Role Specific Knowledge, Experience And Skills

### Qualifications

- Educated to ILM level 3 or equivalent.
- Experience in a waste environment, applying waste, recycling and street cleansing legislation, policies and procedures to everyday scenarios.
- Strong IT skills, especially in using databases, Excel and PowerPoint and appropriate software such as Outlook or waste collection management systems and be able to maintain accurate reports and records.

### Knowledge & Skills

- Good Communication skills.
- An understanding of and an ability to deliver excellent customer service to internal and external customers.

### Experience

- Desired experience in waste management involving waste collection, recycling and street cleaning
- Customer service with excellent communication skills, with the ability to adapt your style for different audiences and be resilient to deal with members of the public, which is likely to involve situations of conflict and soft enforcement activity.
- Strong organisational skills with the ability to plan and deliver activities effectively and able to interpret information, sometimes conflicting, to identify issues that need to be addressed.
- 

## Additional Information

- Ability to travel across the Borough and work from various locations.
- Work hybrid on occasions, with a flexible working approach to accommodate service needs.
- Expected to work from a fixed location (subject to change).
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.
- Ability to drive and have use of a car is desired for this post.

### Health & Safety Considerations:

- Moving or handling heavy loads
- Exposure to Noise (>80dBa)
- Lone working
- Working outside



- Work with VDUs (Video Display Unit) (>5hrs per week)
- Foods Handling
- Driving duties
- Contact with latex
- Exposure to persons with challenging or aggressive behaviour

**Approved By:** AREA MANAGER, ENVIRONMENTAL SERVICES  
**Date Of Approval:** JANUARY 2026

