



WIRRAL

Job Description

Job Title	Environmental Services Behaviour Change Engagement Officer
Grade	Band F
Reporting To	Environmental Services Behaviour Change (Team Leader)
JD Ref	OPS0077G

Purpose

As a Behavioural Change Engagement Officer, you will engage with households and key stakeholders to promote recycling, waste minimisation, change recycling behaviours and reduce contamination in the recycling stream.

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:

- Visit, engage and proactively work with households and other stakeholder groups to reduce contamination, increase recycling and reduce residual waste.
- Engage and work with waste management teams to increase recycling and reduce residual waste including, bin checks, issuing bin stickers, reporting broken/extra bins and stickering contaminated bins.
- Undertake 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.
- Assist with 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.
- Knowledge and sensitivity of working in a political organisation to deliver organisational priorities
- Confident and persuasive with an ability to encourage behaviour change
- Be a team worker, share pertinent information and assist 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.
- Ability to analyse challenging problems and recommend practical solutions

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.
- 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 Team Leader or Area/Snr Manager.
- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

- Educated to Degree level or a good standard of education to GCSE and A level equivalent, particularly in English and mathematics or equivalent professional qualifications.
- Evidence and commitment to continuous personal and professional development.
- Experience in a waste environment, applying waste, recycling and street cleansing legislation, policies and procedures to everyday scenarios.



- Excellent understanding of Waste Management services, key government policies and the legislative framework relating to the delivery of these services.
- 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

- Excellent knowledge of waste and recycling issues.
- Good Communication skills.
- An understanding of and an ability to deliver excellent customer service to internal and external customers.
- Ability to analyse challenging problems and recommend practical solutions
- Full Driving Licence required

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.
- Experience of successful project management.

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 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: 02 DECEMBER 2025

