



SUPPORTING LONDON'S WASTE AUTHORITIES

Resource London Programme

Recruitment

- Communications & campaign officer

Salary: Grade 6, £40,257- £44,464

3.5 year fixed term contract to 31 March 2020

Resource London is seeking a communications professional to join a small behaviour change campaigns team working to reduce waste and increase recycling in the capital. The successful individual will have experience of delivering creative campaigns through a range of media (including digital) and of working with multiple stakeholders to foster behaviour change.

Resource London was established in 2015 as a jointly funded partnership between the London Waste and Recycling Board (LWARB) and WRAP to maximise the resources of both organisations for the benefit of London.

The aim of the Programme is that by 2020, London will have more consistent, harmonised and more efficient waste and recycling services that:

- achieve the Mayor of London's target that London recycles 50% of local authority collected waste by 2020; and
- are able to make a significant contribution towards the UK achieving its 50% household waste recycling target in 2020.

In order to achieve this, Resource London deploys a range of support for London's waste authorities including a comprehensive communication and behaviour change work stream, focusing on:

- Delivering the [Recycle for London](#) campaign, which encourages Londoners to recycle more by providing them with the motivation and information they need to recycle as much as possible, no matter where they are in the capital;
- London-wide re-use and waste reduction initiatives to deliver national campaigns – such as [Love Food Hate Waste](#) and [Love Your Clothes](#) – at a regional and local level;

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- One-to-one communications support to boroughs and waste authorities as they deliver service change; and
 - Localised funding for grass roots communications campaigns, to share Recycle for London messages directly with residents via their local council.

We are now seeking to recruit a Communications and Campaign Officer , on a fixed term basis of 3.5 years to 31 March 2020 (the current end date of the Resource London programme), to work alongside the Communication and Behaviour Change Manager. The new role will provide a wide range of day-to-day campaign support, including:

- the production and scheduling of content for digital channels and maintenance of the Recycle for London website;
- delivering a range of activity to support campaign priorities, including PR, advertising, events and design & print;
- liaising with creative and research suppliers and ensuring that all activity delivered by the team is quality controlled and effectively evaluated;
- supporting boroughs and waste authorities with communications planning, delivery and evaluation;
- providing a point of contact for all enquiries about the Recycle for London campaign, in particular on use of the brand and campaign messaging and materials; and
- the co-ordination of workshops, webinars and other interventions aimed at improving communications across and by the recycling community in London.

The successful candidate will be employed by [LWARB](#), on behalf of the Resource London programme.

For an informal discussion on the role, please contact Ali Moore (communication and behaviour change manager) on 020 7960 3677, ali.moore@resourcelondon.org from 25th July onwards.

To apply, send a CV with a covering letter addressing the areas of knowledge, experience and skills listed in the job description and detailing why you think you are a suitable candidate for the position to info@resourcelondon.org by 12:00 noon on Thursday 4th August 2016. It is anticipated that interviews will be held on Wednesday 10th and Thursday 11th August 2016, applicants are asked to indicate their availability.