

Title of post:	Communications & campaign officer (TRiFOCAL)
Accountable to:	Head of Programme, Resource London
Reports to:	Head of Communications & Behaviour Change
Key Contacts:	<p>Senior members and officers of LWARB, 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> <p>London consumers through interaction at events and community management on social media.</p>
Job Grade:	Grade 6 (£41,743 - £45,807)
Period:	1-year fixed term to March 2020 (current end date for the TRiFOCAL project)
Hours:	Full time
Location	The officer will be based at the LWARB offices at 69 Wilson Street, London EC2A 2BB. The role will require regular travel to events and meetings across greater London. Some working from home will be encouraged.
Main purpose of job	
<p>The main responsibilities will be:</p> <ol style="list-style-type: none"> 1. To assist in the delivery of the EU Life-funded TRiFOCAL project, in particular the householder campaign activity 'Small Change, Big Difference', under the direction of the Head of Communications and Behaviour Change; 2. To support London boroughs in planning and delivering localised campaign activity during waves 3 and 4 of the project; 3. To devise and deliver a series of up to 40 cookery workshops across London between April and September 2019, managing suppliers to assist where appropriate and managing invitation, promotion and reporting processes around the workshops; 	

4. To continue the development of 'Small Change, Big Difference' digital campaign activity and impact, in collaboration with the appointed digital agency;
5. To assist in the planning and delivery of other London-wide 'Small Change, Big Difference' campaign activity in collaboration with the Head of Communications and Behaviour Change, and project partners WRAP and Groundwork London;
6. To co-create – with the Head of Communications and Behaviour Change and the wider TRiFOCAL team – and manage the use of a borough toolkit of campaign assets for wave 4 of the campaign in October 2019;
7. To assist in procurement and financial administration on relevant lines within the project budget, ensuring appropriate evidence is collated in line with EU requirements;
8. To administer all grant funding agreements to London boroughs, including supporting boroughs on evidence collation, procurement processes and budget monitoring;
9. To support stakeholder engagement and help create and monitor communications evaluation frameworks, contributing to the final overall project reporting;
10. To manage day to day contact with consultants and contractors;
11. To represent the project and campaign through attendance at waste network meetings, presentations, in newsletters and other media, including overseas trips if required;
12. To undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job; and
13. To support and report to the Resource London Partnership Board via the Head of Communications and Behaviour Change.

Main accountabilities

- Deliver campaign support for waves 3 and 4 to boroughs and joint waste disposal authorities, working closely with targeted London waste authorities to help develop and deliver bespoke communications plans and activity. This includes working with boroughs to ensure that communication materials funded by the programme are impactful, up-to-date, accurate and branded correctly, according to campaign guidelines.
- Administer funding and financial requirements for borough campaign activity, in particular the creation of grant agreements with London boroughs, ensuring that they follow the EU Life evidence collection requirements and procurement processes necessary to receive their funding at the conclusion of their campaign activity.
- Plan and deliver London-wide cookery workshops and provide support for other campaign pop-ups, workshops and other community events, managing contractors where needed as well as venues, delegate contact and any logistical activity required, including financial administration and events promotion.
- Maintain the Small Change, Big Difference website and other digital channels, with the support of appointed contractors, creating digital content and scheduling/maintaining the campaign's social media channels according to plans developed and agreed with the wider project team and the Head of Communications and Behaviour Change. This includes monitoring and responding to consumer and other stakeholder messages, feedback and requests for information such as those received via the website, as well as creating and deploying new channels where it is deemed necessary.
- Work with the wider TRiFOCAL team to continuously improve and produce creative assets and campaign resources, including photography, communications templates

and materials, planning and scheduling information and effective messaging that has been tested as working with London audiences.

- As directed, support the Head of Communications and Behaviour Change to identify and procure consultants and contractors to deliver campaign activity, ensuring that LWARB financial processes are followed.
- 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.
- Provide evaluation and reporting support on all London-wide Small Change, Big Difference campaign activity as well as on local authority communications supported by the programme, gathering the data necessary to report against all activity for effectiveness according to criteria set out by the TRiFOCAL project manager.

Other duties

- Work as part of a team to assist in the delivery of the objectives of the TRiFOCAL project;
- Undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job.
- 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 large numbers of stakeholders at a senior level.		X
4. Experience of delivering creative campaigns through a range of media, including events and workshops.	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 which require robust stakeholder and funder reporting.	X	
7. Experience of procuring and project managing consultants to deliver multiple and complex projects.		X
8. An understanding and knowledge of the food sector in some capacity.	X	
9. Experience of using IT systems including MS Outlook, word-processing, spread sheets and databases and website content management systems such as Drupal or WordPress.	X	
10. An understanding of equality of opportunity, valuing diversity and the ability to translate this into action.	X	