Job title School Travel Advisor  
Grade 8

Our Vision

We have a clear vision for Staffordshire - an innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy

Our Outcomes

* Have access to more good jobs and share the benefit of economic growth
* Live in thriving and sustainable communities
* Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, develop, flourish and contribute to our ambitious plans. Our values are at the the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – We are ambitious for our communities and citizens
* Courageous – We recognise our challenges and are prepared to make   
  courageous decisions
* Empowering – We empower and support our people by giving them   
  the opportunity to do their jobs well.

**About the service**

**Connected and Sustainable County – Economy, Infrastructure & Skills Directorate**

To improve the County's economic prosperity by making Staffordshire a place where people can easily and safely access everyday facilities and activities through the highways and transport networks.

This will be accomplished by;

* Ensuring highway and transport strategies and programmes support economic prosperity
* Supporting and enhancing connectivity and equality of access in order that our transport activities contribute to the health and quality of life in our communities
* Maintaining and improving safety on our transport networks

**The Connected and Sustainable County Service comprises of three teams;**

Connectivity Strategy

Future Connectivity

Connectivity Operations

**Connectivity Strategy**

The Connectivity Strategy Team develops Staffordshire’s transport policy documents and provides expert advice to shape the connectivity strategy and ensure that the Infrastructure Development Plans associated with the Local Plans (produced by the eight district/borough councils) are fit for purpose. It also offers an in-house transport consultancy service, preparing assessments in support of the County Council’s development projects.

The team responds to developing national transport policies and takes a lead role in developing funding bids when transport funding streams become available

**Future Connectivity**

The work of this team centers on activities that support Staffordshire Connectivity Strategy. This support can come in a number of forms but principally it provides a) financial assistance for bus travel in the form of managing and administering the older person and disabled concessionary scheme b) provision and management appropriate public transport infrastructure, c) provision and management of public transport information and d) support for sustainable travel activities across Staffordshire.

**Connectivity Operations**

The Connectivity Operations team is responsible for procuring transport journeys not possible by the network of commercially operated services. These activities are currently being reviewed as part of the holistic transport review.

Procurement activity is split between three main areas; a) mainstream home to school transport, b) Special Educational Needs (SEN) transport and c) the provision of public services which are not provided commercially but are considered necessary on the grounds of social need.

The team also has close links with staff in the Children and Families Directorate and Health and Care Directorate and procures some, but not all, of the transport required for vulnerable adults and children. The team works with and supports community/voluntary transport providers.

Reporting Relationships

Responsible to: Connectivity Active Travel Projects Manager

Responsible for: Walking Bus Volunteers

Key Accountabilities:

1. Assist the Connectivity Active Travel Projects Manager and Connectivity Support Officers with the delivery of school based active and sustainable travel initiatives and schemes to influence and change travel behaviour.
2. Facilitate the development, implementation, and monitoring of School Travel Plans throughout the County to increase active and sustainable travel for school journeys.
3. The day-to-day management, development, and promotion of Walking Buses into Staffordshire schools to support parents and schools with reducing car use.
4. Working within an agreed budget to develop, plan and deliver a rolling 12-month campaign of activities. Co-ordinate promotional campaigns and events targeting countywide schools to encourage sustainable travel on the journey to school and support national campaigns such as Walk to School.
5. Identify priority schools and communities to work with on an annual basis and target resources accordingly using annual mode of travel census data and feedback from partners.
6. Monitor the success of travel plans and campaigns annually feeding back to relevant partners.
7. Develop and produce resources for teachers, pupils and parents that support the School Travel Plan aims and objective and promote active travel to school.
8. Undertake any other duties as required commensurate with the experience, training and grading of the post.

The postholder will be required to travel to school locations countywide and on occasion work outside of normal office hours.

**Professional Accountabilities:**

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

An enhanced Disclosure and Barring Service clearance (previously known as Criminal Records Bureau clearance) is required for this post.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| **Minimum Criteria for Disability Confident**  **Scheme \*** | **Criteria** | **Measured by** |
| **employer_small** | **Qualifications/Professional membership**   * A recognized teaching qualification, degree, HNC or equivalent qualification * Relevant number of years’ experience | A/I/T |
| **employer_small** | **Knowledge and Experience**   * Experience in working with children, parents, teachers, or the public * The ability to interact effectively with diverse public and private sector representation in promoting community-based initiatives * Experience of influencing and persuading a range of both internal and external stakeholders through presentations and meetings * Understanding of the principles of traffic management and highways safety * Demonstrable understanding of the primary and secondary education system * Demonstrable knowledge of active and sustainable transport issues in a community setting * Understanding of travel plan processes and objectives * Ability to act on own initiative * Ability to work both alone and as a team member * Ability to motivate self and others * Experience of contributing in multi-disciplinary project teams * A current valid driving license | A/I/T |
| **employer_small** | **Skills**   * Excellent communication skills * Confidence, energy, commitment to excellence quality, analytical with bias for action * Good IT skills * Sensitivity and empathy * Self-understanding and commitment to personal development and team | A/I/T |

This post is subject to a full DBS disclosure.

This post is designated as an essential car user.

**employer_small** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting **Shared Services on 01905 947446**

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