Job Title: Senior Behavioural Science Specialist

Grade:TBC

**Our Vision**

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:

* 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, flourish and contribute to our ambitious plans. Our values are at the heart of 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 the people of Staffordshire
* 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

Staffordshire County Council is one of the largest local authorities in the UK and provides a broad range of services to its citizens.

The adult’s public health function at Staffordshire County Council sits within the Health and Care Directorate. The team is responsible for oversight and delivery of the county’s public health responsibilities, spanning the three domains of public health:

* Health improvement
* Healthcare public health
* Health protection

The team provides specialist input, technical expertise and leadership for a range of programme areas, wherever possible working ‘upstream’ to prevent ill health and enable good health and wellbeing. The team strives to ensure high quality and evidence-based practice, with a with a focus on reducing health inequities and achieving the best possible health and wellbeing outcomes for all of Staffordshire’s residents.

**About the Role**

The Behavioural Science Specialist will provide strategic leadership and will be expected to lead and develop long-term strategic plans to embed behavioural science locally.

The role will be required to lead the planning, development, implementation, and evaluation of a range of behavioural science initiatives to optimise service design, programme delivery, and key outcomes.

Through advice, consultation and training, the role will build capacity and capability within the public health team and across the Integrated Care System to ensure public health/behaviour change principles are embedded within public health and prevention programmes, ensuring interventions are co-produced with the intended audience and key partners.

Reporting Relationships

Responsible to: Consultant in Public Health

Responsible for: N/A

Key Accountabilities:

1. Lead and coordinate the development, delivery and evaluation of behavioural science interventions for specific population audiences to improve population health and wellbeing and reduce inequity.
2. Provide specialist advice and expertise in the application of evidence or behaviour change theory, models, and frameworks to inform behaviour change interventions in different populations.
3. Understand the current capability and capacity within the public health team (conducting needs analysis where appropriate) and lead the development and delivery of behavioural science training and products to build capacity and capability, with a view of embedding behavioural science theory, tools and techniques.
4. Provide specialist behavioural science advice, guidance, and support to service providers and commissioners.
5. Provide accurate analysis and interpretation of complex data, published research and evidence (qualitative and quantitative) to identify specific drivers for behaviour change interventions.
6. Lead, develop, coordinate and deliver the behavioural science function for a range of public health projects.
7. Take a project management approach to the planning and delivery of programmes of work and oversee, monitor and resolve any project planning issues and risks where possible.
8. Provide professional leadership, specialist advice and technical expertise across the public health team to ensure that activity is based on sound public health principles and behavioural science evidence.
9. Ensure the active participation of communities, external partners and service users in the co-development, implementation, delivery and review of behaviour change programmes.
10. Collaborate with others to identify and analyse routinely available data on health, demographic and other characteristics to enable effective population segmentation and targeting of public health behaviour change programmes.
11. Write and deliver reports, project updates and presentations to a variety of key stakeholders and groups.
12. To take professional responsibility and exercise autonomous judgement with regard to their professional practice.

Other Information

This post is designated as a Casual car user.

Ability and willingness to travel to undertake the duties of the post at various locations.

**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.

**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**   * Postgraduate doctoral degree in behavioural science   or   * Stage 2 Health Psychology Training resulting in HCPC registration,   or   * Equivalent learning and experience in applying behavioural science. | A/I  A/I  A/I |
| **employer_small**  **employer_small**  **employer_small**  **employer_small** | **Knowledge and Experience**   * Significant experience of the application of evidence or theory to identify specific drivers for behaviour change in different populations. * Experience of applying behavioural science in a local authority or similar type of organisation/setting. * Significant experience of developing, delivering and evaluating training with a range of audiences. * Significant experience of using multiple sources of evidence (qualitative and quantitative) to develop behavioural insight to inform behaviour change interventions. * Highly developed specialist knowledge underpinned by understanding of key theoretical concepts, models and frameworks in behavioural sciences. * Significant experience of research and evaluation methods for understanding effectiveness of behaviour change interventions. * Evidence of continuing professional/personal development. | A/I  A/I  A/I  A/I  A/I  A/I  A/I |
| **employer_small**  **employer_small**  **employer_small**  **employer_small**  **employer_small** | **Skills**   * Ability to synthesise, translate and communicate highly complex information to a range of audiences. * Ability to critically appraise and classify published research, drawing appropriate conclusions and recommendations. * Digitally competent with the ability to use a range of software for data collection, analysis, communication, and networking purposes. * Ability to effectively plan, prioritise and manage own workload. * Able to work flexibly, with a high level of autonomy and as part of a team. * Demonstrable project and programme management skills. * Enhanced communication (written, oral, and listening skills) and presentation skills, with the ability to work with colleagues and partners at all levels. * Adaptability, flexibility and ability to cope with uncertainty and change, demonstrating resilience.   This post is designated as a casual car user | A/I  A/I  A/I  A/I  A/I  A/I  A/I  A/I |

**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

Talent & Resourcing Team 01785 278300