

Job Profile

Job Title: Behavioural Insights Lead
Job Grade: Level 5 Zone 2
Salary Range: £55,832 - £65,350

About Camden

'Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because, we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

The Health and Wellbeing Department is newly established in Camden, having previously functioned as a shared Public Health service between Camden and Islington councils. The department connects public health, children's commissioned services and school health promotion and will deliver ambitions plans for addressing health inequalities and improving health and wellbeing for everyone in Camden.

About the role

The Behavioural Insights Lead will manage the planning, development, implementation, and evaluation of a range of behavioural science initiatives to optimise service design, programme delivery and good health and wellbeing outcomes for Camden residents. The role will involve undertaking behavioural analyses and critically appraising the behavioural science evidence to identify specific drivers for behaviour change interventions. The role will also lead and oversee staff within the Health & Wellbeing Department and in other departments delivering on specific time-limited behaviour change projects and interventions. There is an expectation that the post holder will also lead and oversee dedicated staff within a small behavioural insights team over time, similar in approach to the teams that have been developed in other local authorities. The post holder will be required to liaise with senior staff to plan prospective work and deliver impactful projects addressing complex issues as a core feature of their work.

The post holder will use specialist behavioural change theories and techniques to develop interventions across a range of Public Health priorities, including physical activity, healthy weight, stop smoking, and alcohol. The Behavioural Insights Lead will also provide strategic advice and expertise to the Health and Wellbeing Department and to the wider organisation on the application of complex behavioural insights in tackling major public health and council priority issues. These could include any of the areas (and more) identified in this [LGA paper](#) spanning adult social care, education, climate change, income maximisation, community safety and housing – depending on corporate priorities and available capacity. The post holder will support the learning and development of other colleagues in the department by sharing best practice, resources and promoting a culture of continuous improvement and innovation in behavioural science.

Day-to-day responsibilities will include:

- Leading on the design, development and implementation of specific behavioural science projects and training programmes.
- Horizon scanning within and outside the Council to inform priority setting for new behaviour change initiatives addressing complex issues within available capacity.
- Reviewing the behavioural science literature to inform the design of interventions.
- Critically appraising the behavioural science evidence (qualitative and quantitative) to identify specific drivers for behaviour change interventions.

- Analysing local and national data as part of the planning process e.g. demographics and other characteristics for the segmentation and targeting of interventions.
- Consulting with, and providing specialist behavioural science guidance to, service providers, strategy/policy designers and commissioners.
- Providing expertise on the synthesis and interpretation of evidence and insights to inform methodology and behaviour change theory selection.
- Ensuring the involvement of stakeholders and the public to co-develop and implement behaviour change programmes.
- Taking a project management approach to the planning and delivery of programmes of work.
- Working with project leads and teams to develop, implement, and review robust evaluations of each project.
- Supporting colleagues within the wider department and in other teams to apply effective behaviour change approaches through identifying, developing and supporting them to use appropriate tools and resources.
- Interpreting and communicating complex behaviour change related information to the public and professionals in a variety of different formats and channels e.g. presentations, reports, social media, technical reports, scientific publications.
- Generating technical reports and publications for scientific and professional audiences.
- Participating in reflective practice as part of own professional development.
- Maintaining professional registration including requirements for continuing professional development as appropriate.

About you

We are looking for a highly skilled Behavioural Insights Lead who possesses a thorough understanding of the behavioural science literature and how it can be applied creatively to solve complex public health issues. You will have a degree or equivalent professional qualification in Behavioural Science or Health Psychology and will have a high level of skills and knowledge within this specialist discipline. You will also ideally have relevant training or experience in Public Health. You will be knowledgeable about the most frequently used frameworks and theories used in behaviour change theory and practice (e.g. Behaviour Change Wheel, Theoretical Domains Framework, COM-B, Intervention Mapping, Social Practice Theory). You will be confident in conducting research to understand the needs, attitudes and behaviours of the target audience, and will be proficient in interpreting, presenting and applying this research to inform the development of behaviour change projects and policies. You will be competent in using research and evaluation methods for understanding the effectiveness of behaviour change interventions (e.g. logic models, RCTs, process evaluation, impact and outcome evaluation, survey design, qualitative approaches). You will have a proven track record of applying evidence-based approaches to real world problems and will have a sound understanding of qualitative and quantitative evaluation approaches. You will be competent in using project management principles to lead and implement new initiatives, and will have a good awareness of the key issues affecting public health and local government.

You will be experienced in thinking strategically about problems and seeing the bigger picture, whilst also ensuring a relentless focus on attention to detail and completing work to a high standard. You will bring a positive attitude and excellent communication skills to support your collaborative approach to teamwork and will be able to effectively influence and manage a range of key stakeholders. You will be self-motivated and competent in working independently to prioritise and meet deadlines.

Work Environment:

The main Council office is at 5 Pancras Square which is where the Health and Wellbeing Department is based. You may also be asked to attend meetings at other locations in Camden or in London. This role is suitable for home working and flexible working arrangements although in person attendance will be required as per the business needs of the department

People Management Responsibilities:

The post holder may be required to take on direct line management responsibilities in future as the team is established. They will be overseeing the work of individuals delivering time specific projects from the start of their work – these could include Public Health Strategists, Public Health Specialty Registrars, and Strategy & Policy Designers.

Relationships:

The post holder will report to the Consultant in Public Health. They will develop relationships with senior colleagues according to the focus of any projects outside the Department, and will work closely with colleagues relevant to specific projects

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG.