

Job Profile

Job Title: London Wood Burning Project Lead

Job Grade: Level 3, Zone 2

Salary Range: £36,984 - £42,526

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.

Camden Council is the first local authority to have committed to the World Health Organization air quality standards, in recognition of citizens' vision for a borough in which '*no one experiences poor health because of the air they breathe in Camden*'. Our new Clean Air Action Plan 2023-2026 sets out an ambitious programme of activities to be delivered over the next four years to help make this vision a reality.

Air pollution is the largest environmental risk for public health, and London's toxic air disproportionately affects the health of children, older people, and vulnerable groups. Camden works closely with neighbouring boroughs and other London authorities as part of our 'shared endeavour' principle for tackling air pollution.

Our 'London Wood Burning Project' is jointly led by Camden and Islington on behalf of a consortium of 15 London authorities, with grant funding from the Department for Environment, Food and Rural Affairs (Defra). The Project represents a significant advancement in our collective work to reduce the impact of domestic heating on local air quality and public health, by improving our scientific understanding and building public awareness of air pollution as a health risk. We are recruiting to an exciting new role to lead the delivery of this ambitious project.

About the role

As the London Wood Burning Project Lead you will support the Air Quality Programme Manager by managing the creation and delivery of an important awareness raising campaign which forms the core outcome of the London Wood Burning Project, whilst being at the forefront of our collective work to protect Londoners' health from air pollution from domestic burning.

Commencing in spring 2023 you will lead the development of the campaign strategy and creative design, media buying, and ultimately the delivery of the pan-London campaign during winter 2023/24. You will produce contract documentation and lead the procurement of specialist external partners to produce our campaign assets, and will manage the contractor-client relationship on

behalf of Camden, Islington and other participating authorities, acting as the primary representative to ensure the Project achieves the maximum possible impact.

The Project Lead will coordinate the continued active involvement of all 15 participating authorities in the Project, and you will provide support and guidance to ensure that all stakeholders are working collaboratively towards the Project's objectives.

In this important role you will be a crucial part of the team ensuring that the Project achieves its intended benefit for public awareness, and you will be able to shape how London authorities collectively tackle air pollution from domestic burning, which is becoming an increasingly dominant source of health-damaging air pollution in urban areas.

After completion of the awareness raising campaign you will lead on project evaluation activities in winter/spring 2024 and will manage the communication and dissemination of the campaign outcomes and the findings from the research activities undertaken this winter (22/23), including producing reports for Defra as funder.

In addition to leading on the London Wood Burning Project you will spend the equivalent of one day per week supporting Camden's wider air quality work and will help to implement our ambitious new Camden Clean Air Action Plan 2023-26 (CAAP). This will include managing our own in-house 'Clean Air for Camden' behaviour change campaign and other innovative projects that we bring forward under the CAAP.

About you

- Experience in project management
- Experience in delivering engagement campaigns relating to air quality, public health or sustainability
- Experience of producing communications and engagement plans
- Experience in communicating information clearly to a range of audiences
- Experience establishing and leading stakeholder relationships
- Attention to detail in reviewing and producing written material
- Clear, concise writing style and experience of writing for specific and varied audiences
- Ability to manage conflicting priorities, handle a busy workload and meet changing deadlines
- Relevant degree or professional qualification, or equivalent professional experience in a relevant discipline

People Management Responsibilities

None

Relationships

The post-holder will be required to build support and maintain relationships with a range of people and organisations as outlined below. To sustain these relationships, build support and ensure effective continuation and delivery of projects, the post holder must be able to communicate with a wide range of audiences that will inevitably have varying degrees of knowledge and understanding of air quality and public health.

- Council staff and managers
- Members of the Council
- Members of the public including residents and community groups
- Funders, suppliers, service providers and contractors
- Third party and external stakeholders including consultants, developers and contractors
- Government departments and other local authorities, including the GLA
- Environmental organisations

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?

No

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,

Note:

This document is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.