



Somerset
Council

JOB DESCRIPTION

Job Title	Road Safety Co-ordinator – Drivers and PTW Riders		
Service	Infrastructure & Transport		
Reporting to			
Grade	11		
Evaluation ref:	AG0397	Job Family ref:	
Role Purpose			
<p>The role of Road Safety Officer is integral in the Councils aims to reduce casualty figures on Somerset roads. The delivery team have a unique role in providing face to face information and advice to the residents of Somerset. They do this by delivering road safety talks to all age groups and attend events to raise awareness. In a normal year this can be done to anywhere from 30,000 – 40,000 people.</p> <p>The key components to this role are:</p> <p>Lead on liaising closely with communities to help prepare and manage options to reduce road safety concerns.</p> <p>Responsible for providing Road Safety events and advice to all age groups in the Somerset and surrounding areas.</p> <p>Responsible for designing methods of evaluation for road safety interventions, and monitor the outcomes, making changes to delivery as appropriate.</p> <p>To provide expert technical and professional Road Safety advice to elected members, senior officers of the Council, working groups/parties, other agencies and the community.</p> <p>Prepare Road Safety reports and business cases when needed to inform collision reduction at sites and areas or to develop new initiatives, including input into fatal collisions.</p> <p>To advise and work on active travel solutions for the Council. Coming up with Education delivery solutions to assist with the roll out of active travel schemes.</p> <p>Input and manage Road Safety communications strategy using social media and the team's website. In particular for rural roads and older drivers and monitor National trends in terms of social media and apply to Somerset where required.</p> <p>To contribute and deliver on the Road Safety Strategy targets in terms of road safety delivery.</p>			

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Accountabilities

Contribute to the delivery and implementation of the Council's adopted Road Safety Strategy and Implementation Plan.

Work with other Road Safety Co-ordinators and a team of Road Safety Trainers. Deliver practical training courses and education in schools, colleges, and within the wider community to pre-driver/rider aged students, motorcycle riders and road users of all ages.

Act on data to determine Road Safety Education Training and Publicity strategy to ultimately reduce casualties, by understanding and analysing the trends and causations behind the collision problems.

Manage part of the budget and resources as allocated to deliver projects on time and to budget.

Design/develop and implement interventions with clear aims and objectives written in lesson/session plans clearly linked to Behavioural Change Techniques (BCTs).

Develop and design methods of evaluation for road safety interventions, and monitor the outcomes, making changes to delivery as appropriate.

Produce key documents and guidelines on all aspects of driver/motorcycle rider casualty reduction by liaison with groups, organisations, vehicle dealers and businesses.

Encourage and co-ordinate groups to work together and provide information that will explain the casualty problem and help focus the road safety message.

Contribute to the formulation of a programme to reduce casualties particularly involving young drivers and riders of powered two wheelers.

Develop a co-ordinated approach throughout Somerset with diverse groups such as Police (Bikesafe SW and Ride to Arrive) Authorised Training Bodies (CBT, Training & Testing) Institute of Advanced Motorists, RoSPA, (Advanced Rider Tests) Approved Driving Instructors, Driving Test Centres etc. Design, organise and deliver driving/riding courses in Somerset in conjunction with Avon and Somerset Police motorcyclists and other external agencies to improve road user skills, and change behaviour.

Line manage Road Safety Trainers and any volunteers that work for the Road Safety ETP Team. Set and manage workloads. Provide support for team members and managers in the delivery of education training and publicity.

Establish credibility and empathy when engaging with people about Road Safety.

Attend and contribute to regional and national forums on road safety.

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Create, organise and manage Somerset based and region-wide road safety events, e.g. source venues, exhibitors, and sponsors where appropriate, and ensure the health and safety of those events.

Look for new and innovative ways of delivering the road safety message and practical delivery. Support engagement through social media.

Knowledge / Experience / Skills

	Essential	Desirable
Knowledge		
To have an understanding and knowledge of Road Safety	X	
Experience		
Experience in either the Police or Fire service or experience in a road safety capacity		X
Experience of accident investigations		X
Qualifications / Registrations / Certifications		
Must be able to drive	X	
To be trained to an advanced level for either driving or motorcycling		X
Skills		
Excellent communication skills	X	
Ability to work as part of a team and on own initiative	X	
Must be able to work on Evenings and Weekends	X	
Working Conditions		
Dimensions of the role		
Working Arrangements		
Somerset Council's Dynamic Working Strategy will be applied to this position.		

JOB DESCRIPTION

Corporate Accountabilities

Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

Date: