

## JOB DESCRIPTION

<b>Job Title</b>	Travel Demand Project Manager		
<b>Directorate</b>	Infrastructure and Transport		
<b>Reporting to</b>	Service Manager Transport Planning		
<b>Grade</b>	9		
<b>Evaluation ref:</b>	RP211	<b>Job ref:</b>	<b>Family</b>
<b>Role purpose</b>			
<p>The Travel Demand Project Manager will lead the development and implementation of initiatives aimed at promoting sustainable travel behaviours within Somerset. This role involves working closely with stakeholders at local, regional, and national levels to influence travel habits, reduce carbon emissions, and support public health through active travel. The role requires strategic planning, stakeholder engagement, and partnership working to deliver comprehensive sustainable travel programmes. The post holder will oversee the planning, execution, and evaluation of projects, ensuring they align with major infrastructure developments, active travel schemes and passenger transport initiatives. The role also involves conducting research to understand travel behaviours, analysing data to measure the impact of interventions, and advocating for policies that support sustainable travel. Effective communication and advocacy are key components, as the role involves developing presentations, workshops, and engaging content to promote sustainable travel options.</p>			
<b>Responsibilities</b>			
<ul style="list-style-type: none"> <li>• <b>Strategic Planning and Implementation:</b> <ul style="list-style-type: none"> <li>○ Develop and deliver comprehensive sustainable travel promotion programmes.</li> <li>○ Align initiatives with the Local Transport Plan, Sustainable Travel Strategy, Bus Service Improvement Plan, Local Plan, Economic Growth Plan, Climate Emergency Strategy, Placemaking Principles and Travel Plan guidance.</li> <li>○ Utilise behavioural science principles to design effective interventions.</li> <li>○ Employ innovative techniques and best practices to maximise the impact of sustainable travel initiatives.</li> </ul> </li> <li>• <b>Stakeholder Engagement:</b> <ul style="list-style-type: none"> <li>○ Collaborate with local authorities, businesses, educational institutions, community groups and the wider public to understand issues, barriers and interventions.</li> <li>○ Conduct stakeholder mapping and maintain strong relationships to support programme objectives.</li> <li>○ Act as an ambassador for sustainable travel promotion, promoting best practices and innovative approaches.</li> </ul> </li> </ul>			

## JOB DESCRIPTION

- Work with senior officers, the Executive and elected Members to develop local initiatives.
- **Partnership Working:**
  - Foster and maintain strategic partnerships with key stakeholders to enhance programme reach and impact.
  - Work collaboratively with partners to co-design and implement sustainable travel initiatives.
  - Leverage partnerships to secure funding and resources for projects.
  - Develop and maintain partnerships specifically related to the Hinkley Point nuclear power plant development and the Gravity strategic development site to ensure sustainable travel solutions are integrated into these major projects and sustainable travel patterns are established from the outset.
- **Programme Management:**
  - Oversee the planning, execution, and evaluation of sustainable travel promotion projects.
  - Ensure initiatives are integrated with major infrastructure projects, active travel schemes and passenger transport activities.
  - Monitor and report on programme outcomes, providing insights and recommendations for improvement.
  - Maximise the effectiveness of infrastructure spending by ensuring that sustainable travel initiatives complement and enhance infrastructure projects.
- **Research and Analysis:**
  - Conduct research to understand travel behaviours and identify barriers to change.
  - Analyse data to measure the impact of interventions and inform future strategies.
  - Stay updated on the latest developments in behavioural science and transport policy.
- **Communication and Advocacy:**
  - Develop and deliver presentations, workshops, and training sessions.
  - Use evidence to develop and create engaging content to promote sustainable travel options and behaviour change to target audiences.
  - Advocate for policies and practices that support active and sustainable travel.
  - Attend committees of the council, including the Local Community Networks to engage and promote initiatives, activities and outcomes.

### Impact

- Drive significant reductions in carbon emissions through effective travel behaviour change initiatives.

## JOB DESCRIPTION

- Enhance public health by promoting active travel options.
- Foster a culture of sustainability within communities and organisations.
- Strengthen partnerships and collaboration across various sectors to support sustainable travel goals.
- Maximise the benefits and effectiveness of infrastructure delivery by ensuring sustainable travel initiatives are integrated with new and existing transport projects.
- Enable access to employment, education and training, health services and leisure activities by improving sustainable travel options and connectivity.

### Knowledge / Experience / Skills

	Essential	Desirable	
<b>Knowledge</b>			
Strong understanding of behavioural science principles and their application to travel behaviour.	x		
In-depth knowledge of sustainable transport policies and practices.	x		
Familiarity with the Local Transport Plan, Sustainable Travel Strategy, Bus Service Improvement Plan, Local Plan, Economic Growth Plan, Climate Emergency Strategy, Placemaking Principles and Travel Plan guidance .	x		
Knowledge of innovative techniques and best practices in sustainable travel promotion.		x	
Understanding of public health principles related to active travel.		x	
Awareness of funding opportunities for sustainable travel projects.		x	
<b>Experience</b>			
Extensive experience in travel behaviour change or a related field.	x		
Proven track record of managing complex projects and delivering successful outcomes.	x		
Experience working with diverse stakeholders and building collaborative partnerships.	x		
Experience in conducting research and analysing data to inform strategies.		x	
Experience in developing and delivering presentations and workshops.		x	
Experience in securing funding and resources for projects.		x	
<b>Qualifications / Registrations / Certifications</b>			

## JOB DESCRIPTION

Degree in a relevant field such as transport planning, behavioural science, or Public Health or demonstrate equivalent qualifications through relevant professional experience.	x		
Master's degree preferred.		x	
Certification in project management.		x	
Training in stakeholder engagement and partnership working.		x	
Qualification in data analysis or research methods.		x	
Professional membership in a relevant organisation.		x	
<b>Skills</b>			
Excellent communication and presentation skills	x		
Ability to analyse data and translate findings into actionable insights.	x		
Proficiency in project management and strategic planning.	x		
Strong interpersonal skills and the ability to engage with a wide range of stakeholders.	x		
Innovative thinker with the ability to develop creative solutions to complex problems.	x		
Self-motivated and able to work independently as well as part of a team.	x		
<b>Working Conditions</b>			
<p>This role involves working within a dynamic and supportive local authority environment. Candidates should be prepared for the following conditions:</p> <ul style="list-style-type: none"> <li>• <b>Work Hours:</b> Standard working hours are 37, with occasional requirements for evening or weekend work to meet project deadlines or attend community events.</li> <li>• <b>Location:</b> The primary work location is County Hall, with opportunities for remote work as per organisational policies.</li> <li>• <b>Travel:</b> Involves frequent travel across rural areas of Somerset and lone working on occasion.</li> <li>• <b>Work Environment:</b> The role involves working both independently and as part of a team, with access to modern office facilities and resources.</li> <li>• <b>Health and Safety:</b> Adherence to all health and safety regulations is mandatory, ensuring a safe working environment for all employees.</li> </ul>			

## JOB DESCRIPTION

### Working Arrangements

Somerset Council's dynamic Working Strategy will be applied to this position.

### Corporate Responsibilities

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: 10/01/2025