## Prevention Lead Officer (Road Safety)

## **Job description and person specification**

Devon and Somerset Fire and Rescue Service

# Job de**scription**

**Job title:** Prevention Lead Officer (Road Safety)

**Grade:** Grade – TBC

**Department:** Service Delivery - Prevention

**Reports to:** Road Safety and Community Risk Manager (Grade 7

**Line manager responsibilities:**  Management of 2 x Prevention Officer (Road Safety) – Grade 5; 2 x Road Safety Champions (Grade 4) 10 x Grade 5 Road Safety Safety Advocates).

**Updated:** 19 August 2024

Main purpose of Prevention Lead Officer (Road Safety) role:

1. The role requires applicants who can respond to challenging and changing community road risk in a creative and proactive manner.
2. Reducing deaths and serious injuries caused by preventable road traffic incidents in our service area. We will do this through our targeted strategy with a scale of interventions ranging from broad Universal Prevention Services working with our Communications team, through to bespoke interventions for those requiring our specialist services.
3. To proactively support, embed and deliver our Service Strategic Priorities through our targeted prevention activities to reduce the road user risks in our communities. Improving health, safety and wellbeing whilst supporting the local economy.
4. Plan, design, create, deliver, and evaluate road safety prevention interventions campaigns that are evidence-led and target the most at-risk groups in line with the service delivery plan and prevention team road safety strategy and delivery plans. These interventions will be designed to increase the adoption of safe on road behaviour by the public that will help to keep them and others safe.
5. Use data analysis to ensure we are targeting our resources in the right locations and with the right people and protecting those most vulnerable and at risk in our communities.
6. Line manage the Prevention Road Safety Team including community safety advocates with casual ad hoc contracts who deliver road safety prevention interventions across Devon and Somerset.
7. Develop, nurture, promote and maintain effective, relevant, and synergistic working relationships with internal and external key road safety partners and stakeholders to ensure positive road risk reduction outcomes across the service area.

Main responsibilities and duties of the Prevention Lead Officer (Road Safety):

Knowledge

1. Understand how to use a data led, evidence-based approach to promote, deliver and support both national and local road safety reduction activity. Understand how to use a variety of resources to best reach our target road user audience - including working with road safety partners, our whole time and on-call colleagues. Contributing towards effective road safety partnerships to deliver joint road safety strategies, whilst ensuring we are inclusive and reach those most at risk.
2. To possess a comprehensive understanding of the safety risks and issues (established and emerging) being faced by our communities in relation to road safety including understanding how to apply a ‘Safe systems approach’ to road safety.
3. To acquire, maintain and enhance professional knowledge by networking, attending training courses, benchmarking performance against other Fire Services and reviewing professional publications.
4. To act as a point of contact providing advice, guidance, and support to DSFRS staff, partners, regional and national road safety professionals, and those in contact with high-risk road user groups.

Development of interventions using evidence-based practice

1. To develop and deliver effective, evidenced-based prevention interventions using the latest industry and empirical evidence to ensure that we are reaching our target audience and creating positive outcomes in line with the CRMP, Prevention strategy and road safety delivery plans.
2. To react appropriately to emerging road risk patterns and trends including working with partners and using multiple data and intelligence sources to target demographic and geographic ‘hot spots’ and high-risk routes.

Line Management and Supervision responsibilities.

1. Working as a team we prioritise our work considering risk, resource and our current four strategic priorities, as detailed in the Service Delivery Strategy. The Prevention Officer (Road Safety) will contribute to this by demonstrating and by guiding others, leading by example, respecting, and including everyone whilst utilising effective and efficient communication skills.
2. To oversee and actively engage in the day to day running of Prevention officers (Road Safety), Road Safety Champions, and advocate staff and activities in line with DSFRS Policies and Procedures. This includes managing recruitment, induction, and training, and performance management. You will be responsible for ensuring DSFRS has a sustainable pool of suitable road safety advocates to fulfil road safety prevention duties across the Service geographical area.
3. To model best practice and monitor the performance of the road safety team whilst delivering road risk reduction activities through quality assurance, using set quality standards.
4. To identify and offer opportunities for CPD to the Prevention Road Safety Team, enabling them to undertake their role professionally, effectively, and efficiently and in compliance with DSFRS Policies and Practice.
5. To set and monitor the day-to-day tasks and schedules of Prevention Officers (Road Safety) and Road Safety Champions. Ensuring pre and post activity checks including resource replenishment and administration as required.
6. To deputise in the absence of Road Safety and Community Risk Manager and to report directly to the senior prevention managers.

Evaluation

1. To plan, develop and deliver effective evaluation and feedback processes for all team interventions managed as part of the role. Including working closely with national and regional academic institutions and industry experts.
2. To provide relevant evaluation data and reports to senior prevention management, as required. Including quality assurance and evaluation of road safety interventions and delivery to inform and improve future delivery and direction.

Collaboration and event organisation

1. To manage an effective relationship with Comms and Engagement team focusing on community road risk reduction and engagement, delivering against the Service Prevention Priorities and road safety strategy. Work to ensure prevention activities are targeted, resourced with suitable resources and literature, and suitably staffed.
2. To play a lead role in coordinating partnership multiagency risk reduction events, including active collaboration with stakeholders and other emergency Services, MOP staff and volunteers. Responsibilities can include logistics, welfare, health and safety and coordination of all intervention-based activity.

Delivery and partnership working

1. To develop, support and lead partnership working with national and regional partnerships e.g. NFCC, Vision Zero South West.
2. To work collaboratively with road safety partners to ensure that we are using the best available intelligence and data around risk reduction to inform our priorities.
3. To ensure that relevant documentation including risk assessment and safeguarding are sent to delivery partners and departments prior to intervention delivery.

Resource management

1. To manage resources (including a fleet of prevention road safety vehicles) appropriately ensuring effective, efficient, safe use and deployment.
2. To manage social media channels and websites for the purpose of road risk prevention communication where appropriate working with corporate communications department and national and regional partners to promote and assist in high priority projects.

Wider Community Safety activity

1. To promote, deliver and support wider core community safety activities as follows:

* Generation of Home Safety Visit (HFSV) referrals
* Identify potential new partnerships
* Deliver other key safety messages and campaigns

1. Adopt a person-centred resolution / outcome for local and national campaigns
2. To complete associated administration duties
3. Support the CS management team to promote community safety issues, campaigns, and events thereby supporting the service objectives.

**General Responsibilities and Expectations**

1. To liaise directly with line manager if actions, tasks, guidance or direction needs clarification to mitigate risk and ensure due diligence with regards to Service policy, practice and procedure.
2. To actively promote Service Values within our Service and the Community in accordance with the Respect and Fairness at Work Policy and our Code of Conduct
3. To organise and manage own workloads to ensure most appropriate use of time commensurate with Service needs as delegated by CS Management Team.
4. To manage Community Safety resources relevant to area of subject matter expertise, escalating concerns to CS management team.
5. To check and adhere to Service / CS Risk Assessments prior to undertaking CS activities.
6. To evaluate and comply with quality assurance guidelines to ensure best practices.
7. To complete allocated tasks as directed by the CS management team complying with all Service policies and procedures.
8. To participate in Personal, Performance and Development, identify personal training and development needs and to attend training events as necessary, and complete mandatory training as required.
9. To maintain security and confidentiality of information, whether computer based or otherwise, in line with legislation i.e. GDPR & Information Governance.
10. To perform tasks in a safe manner in accordance with Health and Safety policies and legislation and DSFRS’s Safeguarding Children, Young people & Adults at Risk Policy.
11. To escalate and action reportable occurrences in line with Service policy requirements.
12. Support Whole-time & On-call crews in identifying, delivering & resourcing evidence-based Community Safety activity in their local areas
13. Continually look for innovative ways to adapt and improve the service we currently provide to ensure inclusivity and equality of access to our services, whilst identifying those who are most vulnerable and need our help.

# Core values of the Service

* We are proud to help
* We are honest
* We are respectful
* We are working together

Please follow this link to the Service Core Values [Behavioural Framework](http://www.dsfire.gov.uk/WorkingForUs/ACareerwithDSFRS/CoreValues.cfm?SiteCategoryId=13&T1ID=44&T2ID=372)

Signed acceptance of the core values of the Service and agreement that the job description is a fair and accurate statement of the requirements of the job: -  
  
Job holder: Date:

Job holder’s manager: Date:

Designated senior manager (if applicable) Date:

# Person specification

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## Key competencies

**Ability to manage a diverse team – management skills to include motivating, support, delegation, and performance review/management and promoting an inclusive culture of equality, diversity and fairness.**

Essential, measured by application and interview

**Experience of designing, promoting, delivering, evaluating, and supporting both national and local behaviour change interventions**

Essential, measured by application and interview.

**Facilitation, presentation and event delivery skills**.

Essential, measured by application and interview

**Demonstrable Person-Centred attitude / approach**

Essential, measured by application, test, and interview

**Excellent communication/interpersonal skills** **– Including ability to present information clearly, concisely and accurately (both written and face to face) and to influence and persuade others using diplomacy and advocacy developing successful networks internally and externally**

Essential, measured by application, test, and interview

**Ability to prioritise workload and meet deadlines -** Excellent planning, resource and budget management and organisation skills

Essential, measured by application and interview

**Good ICT skills for example working knowledge of MS Office software packages (Outlook, Word, Excel, PowerPoint), multimedia, M365.**

Essential, measured by application, test and interview

## Work experience

**Experience of supervising/managing a team** – ideally working within the community, using negotiating, diplomacy, advocacy, and influencing, skills.

Desirable, measured by application, interview

**Experience of working with the public, communities, networks.**

Essential, measured by application, and interview

**Experience of multiagency collaboration and event delivery**

Essential, measured by application, and interview

**Experience of working within a Community Safety environment**

Desirable, measured by application and interview.

**Professional workplace safeguarding experience of working with potentially vulnerable people.**

Desirable, measured by application, and interview.

## Qualifications and knowledge

**An understanding of public sector prevention activities**

Essential, measured by application and interview.

**Practical knowledge of Health and Safety**

Essential, measured by application, and interview

**Degree level or equivalent ability in Maths and English**

Essential, measured by application and interview

**In-depth knowledge of risk reduction intervention design and effective use of behaviour change**

Essential, measured by application and interview

**In depth knowledge of event organisation and effective communication**

Essential, measured by application and interview

**In depth knowledge of NFCC Road Safety and national road safety context**

Essential, measured by application and interview

**Enhanced DBS Application to be maintained at all times**

Essential measured by application and test

**In-depth knowledge of safeguarding**

Desirable measured by application and interview

**Qualification in safeguarding**

Desirable, measured by application and interview

**Appropriate driving licence for vehicle type i.e., LGV, car and motorbike**

Essential, measured by application.

**Appropriate driving category to drive**

Essential

## Personal qualities and attributes

**A high level of self-motivation and ability to work on own initiative.**

Essential, measured by application and interview

**Proven ability to meet objectives**

Essential, measured by application and interview

**The ability to work as a member of a busy team**

Essential, measured by application and interview

**A flexible approach to changing priorities**

Essential, measured by application, and interview

**Ability to interact with people respectfully and with tact and diplomacy**

Essential, measured by application, and interview.

**Desire to influence positive change**

Essential, measured by application, and interview.

## Factor guides – TO BE DETERMINED BY JEQ PANEL

### Supervision/management of people

**Level 2** Some supervisory responsibility for temporarily assigned or shared employees including on the job training or the allocation and checking of work for quality and quantity. Supervisory responsibility for children and young people at uniformed youth groups facilitated by or in collaboration with DSFRS

### Creativity and innovation

**Level 3** Creativity is a feature of the job but exercised within the general framework of recognised procedures.

### Contacts and relationships

**Level 3** Issues generally not contentious, but where the outcome may not be straightforward. Within the Organisation, the advice or guidance would relate to issues which are less well established. Alternatively outside contacts would involve identifying details of service needs, assessment and initiating action to provide assistance, offering straightforward advice or delivering more comprehensive support and/or care.

### Decisions – discretion

**Level 3** Work is carried out within programmes and objectives where there is a wide range of choices and where advice may not be available and/or decisions where policy, procedures and working standards provide only general standards.

### Decisions – consequences

**Level 2** Decisions which have a material effect on the internal operations of the post’s own or other departments or on the individual or the provision of service to the public.

### Resources

**Level 1** Little or no responsibility for physical or financial resources.

Lifting/carrying/physical activity regarding CYP as they are on the station running hoses etc as operational FF’s. They would also be outside in the elements.

### Work environment – work demands

**Level 2** Work subject to interruption to the programme of tasks but not involving any significant change to the programme.

### Work environment – physical demands

**Level 1** Work requiring some physical effort.

### Work environment – working conditions

**Level 1** Work normally performed in a heated, lit and ventilated indoor environment; likely to be exposed to noise and outside conditions.

### Work environment – work context

**Level 1** Work involves some risk to personal safety or injury, illness or health problems arising from the environment or the public/clients.

### Knowledge and skills

**Level 3** Ability to undertake work concerning more involved tasks confined to one function or area of activity, which requires a good standard of practical knowledge and skills in that area of activity.