

**Application Evidence Document.**

Please use this document to provide evidence against how you meet the essential criteria specified in the advert for shortlisting purposes.

Using examples, show how your knowledge, skills and experience meet each of the essential criteria detailed below (taken from the advert). Please draw on your relevant experiences, including paid employment, voluntary work, family experiences and leisure activities as evidence.

We would recommend formatting your evidence using the STAR format. Be specific in providing your examples and do not make generalised statements. The acronym STAR stands for:

* Situation
* Set the context. Describe the situation that you were confronted with. Make it concise and informative, concentrating solely on what is example.
* Task
* What goal were you working towards / what did you need to accomplish?
* Action
* This is the most important part as it is where you can demonstrate your skills and personal attributes.
* Explain what you did, how you did it, and why.
* Provide detail – the shortlisting panel are not able to assume anything, so will only be able to rely on the information you provide.
* Result
* What was the outcome of your actions, and don’t be shy about taking credit for results you are responsible for.
* What did you learn, and is there anything you have changed in your current approach because of this experience?

Following this format helps to provide a meaningful and complete answer to each of the evidence criteria and it is relatively simple to apply.

On the next page please find the essential criteria taken from the Person Specification (and detailed in the advert) that you need to provide evidence for in your application.

There is a maximum wordcount of 2000 words for this document (applied to your evidence only, and not any of the other detail on this document).

**EVIDENCE CRITERIA 1 – Experience of designing, promoting, delivering, evaluating, and supporting both national and local behaviour change interventions**

**EVIDENCE CRITERIA 2 – 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**

**EVIDENCE CRITERIA 3 – Experience of working with the public sectors and communities with experience of multiagency collaboration and event delivery**

**EVIDENCE CRITERIA 4 – In depth knowledge of NFCC Road Safety and national road safety context**

**EVIDENCE CRITERIA 5 – In-depth knowledge of risk reduction intervention design and effective use of behaviour change**