

Appendix 1 - Sample Travel Plan Coordinator Job Description

At _____ organisation, we are strongly committed to being a leader in the area of sustainability. Employee and visitor travel is a key element of this agenda, and _____ organisation wants to ensure that our site remains accessible by sustainable transport for employees, visitors and suppliers alike. We are committed to developing and promoting more sustainable travel choices, from improving cycling facilities, to promoting car-sharing, and providing clear information on alternatives to the car, so that our sustainable travel policy is beneficial to both the local community and our employees, visitors and suppliers alike. To this end, we are looking for a creative, innovative individual, with excellent communication and event/project management skills to manage the _____ organisation Workplace Travel Plan/ Mobility Management Plan.

The successful applicant will liaise with employees, visitors and a wide range of external agencies, including local authorities, transport providers, bike suppliers etc., so the ability to communicate practical transport ideas and promotions is an essential aspect of this post. With up to _____ employees and _____ visitors coming on site every day, finding solutions that appeal to a variety of people offers a considerable challenge.

The successful applicant will be part of a Steering Group made up of the Chief Financial Officer, the Head of Facilities, the Head of Human Resources and a volunteer Green Team. The Steering Group will guide the development and objectives of the Plan and support the Travel Plan Coordinator in implementing and monitoring the plan.

An ability to take ideas from design through to implementation will ideally be complemented with a background in sustainable transport, health promotion or a similar role.

This challenging role offers successful applicants the opportunity to develop specialist skills, and gain experience in a growing field, within the context of a major organisation.

DUTIES AND RESPONSIBILITIES

- To play a senior role in coordinating the _____ Travel Plan
- Setting up, coordinating and attending Steering Groups, Working Groups etc.
- Conducting an employee travel survey and analysis, leading to a development of a travel action plan
- Implementation of the travel plan, with calendarised events over three years
- Designing and implementing effective marketing and awareness-raising campaigns to promote the travel action plan to both staff and visitors alike
- Coordinating the necessary data collection to monitor the success of the plans - implementation, reviewing and updating as necessary
- Acting as the main point of contact for stakeholders, both within and outside the organisation

EXPERIENCE / QUALIFICATIONS

Candidates should possess the following skills/ qualifications

- Proven track record in marketing or communications with both internal and external parties
- Excellent organisation and inter-personal skills
- Event/ project management skills
- Computer literate with experience of packages such as Word, Excel, PowerPoint
- Organised, practical, enthusiastic and realistic
- Results-oriented

The following skills/ qualifications would be advantageous.

- Relevant third level qualification
- Experience of Travel Planning
- Background in health promotion or similar behavioural change programmes
- Knowledge of sustainability/environmental issues
- Desktop publishing
- Social marketing experience
- Background in organisation sector