

The background of the entire page is a photograph of several crushed clear and green plastic bottles lying on a crumpled orange surface. The bottles are flattened and their caps are visible. The image is partially obscured by white geometric shapes: a triangle in the top left and a large triangle on the right side.

**wrap**

**Head of  
Behaviour Change**

A stylized starfish logo with five points, colored in a gradient from yellow to blue.

**Starfish**



# About Us

WRAP is a world leader in helping organisations to achieve greater resource efficiency. It is a registered International charity that works with governments, businesses, individuals, and communities to achieve a circular economy through helping them reduce waste, develop sustainable products, and use resources more efficiently. WRAP is a catalyst for positive economic and environmental action in those sectors that create significant impacts from waste, supporting organisations to come up with practical solutions that make a real difference.

Our mission is to accelerate the move to a sustainable, resource-efficient economy. WRAP works primarily in three sectors: food and drink, clothing and textiles, and plastics. Our strength lies in working through the whole system – integral to it – to amplify our work both in the UK and globally for governments, business, communities, and people. Working with us means accessing our expertise, know-how on implementing change through developing and delivering on policy & insights, technical support, fund management, business voluntary agreements and changing people's behaviour.

**We provide information, tools, advice and help so that decisions are made that lead to action. We deliver our objectives by:**

1. Compiling and analysing evidence to help partners build a case, seize opportunities, and overcome challenges. WRAP publishes evidence-based research and explains both what it means, and the impact it will create.
2. Facilitating collaborative action and ground-breaking voluntary agreements that unite organisations behind common sustainability goals. Together with governments, businesses and communities, WRAP agrees challenging and measurable targets; some of which include:

## **The Courtauld Commitment 2025**

Courtauld 2025 has helped food businesses across the supply chain to reduce carbon emissions by 7% in 3 years

## **Sustainable Clothing Action Plan**

Sustainable Clothing Action Plan delivered a 16% reduction in carbon, 19% in water, 2% in waste and 4% reduction in the footprint of clothing.

## **The UK Plastics Pact**

UK Plastics Pact members eliminating 1.3 billion non-recyclable trays. Introduction of food waste voluntary agreements in South Africa. Global plastic pacts continue to grow in South Africa, Australia, and India.

3. Designing, creating, and managing consumer campaigns that go beyond awareness, changing behaviour and empowering people to act. WRAP delivers research-based campaigns to help citizens prevent food waste, care for their clothing, and recycle. Examples of these include:prehensive collection infrastructure for re-use, repair and recycling which supports the three areas of food and drink, plastic packaging and clothing.



**The Love Food Hate Waste** campaign has helped citizens reduce food waste by 1.4 million tonnes/year since 2007.



**The Recycle Now** campaign has played its part increasing recycling from 11% in 2000 to 43.5% in 2017 in England. Providing citizens with impartial information on plastics through our Clear on Plastics website. We reached 26 million citizens reached through our Recycle Week campaign.



# Our Vision

**Our vision is a world in which resources are used sustainably.**

**“ We are an International Charity working across the globe to ensure our natural resources are not wasted – where we do not waste a thing. Where waste is generated, we work hard to make sure it is not thrown away but come together with a range of partners to place it back into the system to make new produce. ”**

Over the next five years, we want to help many more countries around the globe to tackle their waste. In the UK, our ambition will directly help the UK to achieve the sustainable development goals by:

- Putting the UK on the path to halving food waste by 2030.
- Transforming the UK plastics economy where plastics never pollute our natural world.
- Creating a new clothing programme that helps the UK tackle its throwaway culture.
- Transforming recycling across the UK to a system that emphasizes material quality and markets.

Internationally, we want to influence more and more countries to develop strategies to meet the SDGs. Our experience and know-how will be offered to in-country partners to how to develop the right mechanisms and crucially how to measure their impact.

**People and Planet together can create a fairer, cleaner, and stronger world.**



# Job Description

## Head of Behaviour Change

Ensure WRAP is enabled to deliver its strategic plan through: Social impact to ensure WRAP is viewed as a world-leader in behavioural change

- Building WRAP's behaviour change capacity and capability to grow revenue to circa £3m in line with the strategic plan
- Ensure the development and delivery of interventions achieve income, expenditure and impact targets
- Delivering excellence alongside innovation
- Staff engagement and development by ensuring the Behaviour Change Unit has the right skills, capabilities, and behaviours to support a sustainable business where employees thrive.

### Key Responsibilities & Accountabilities

- Build strong and innovative partnerships with stakeholders to meet targets and develop opportunities for business growth
- Develop and communicate the vision for WRAP's Behaviour Change Unit, aligned to WRAP's Strategic Plan 2020-2025
- Develop the future strategy for WRAP's behaviour change product in collaboration with relevant WRAP business account management team members.
- Create an agile and innovative behaviour change team focused on innovative solutions and achieving customer targets, efficient and effective ways of working
- Deliver key projects in line with the strategic plan and priorities, working collaboratively across WRAP
- Demonstrate commercial and financial acumen when undertaking critical negotiations, contracting with suppliers and strategic decision making.
- Demonstrate and embed a strong commercial culture maintaining high standards of compliance and governance.
- Develop strong working relationships with respective funders.
- Manage finances of own funding stream (P/L, creating proactive income and or surplus generation)
- Build an exciting and agile team environment, that allows individuals to perform at their best and to develop their capabilities, and as a result, consistently attracts and retains high performing people.
- Lead by example, by living and breathing WRAP values.





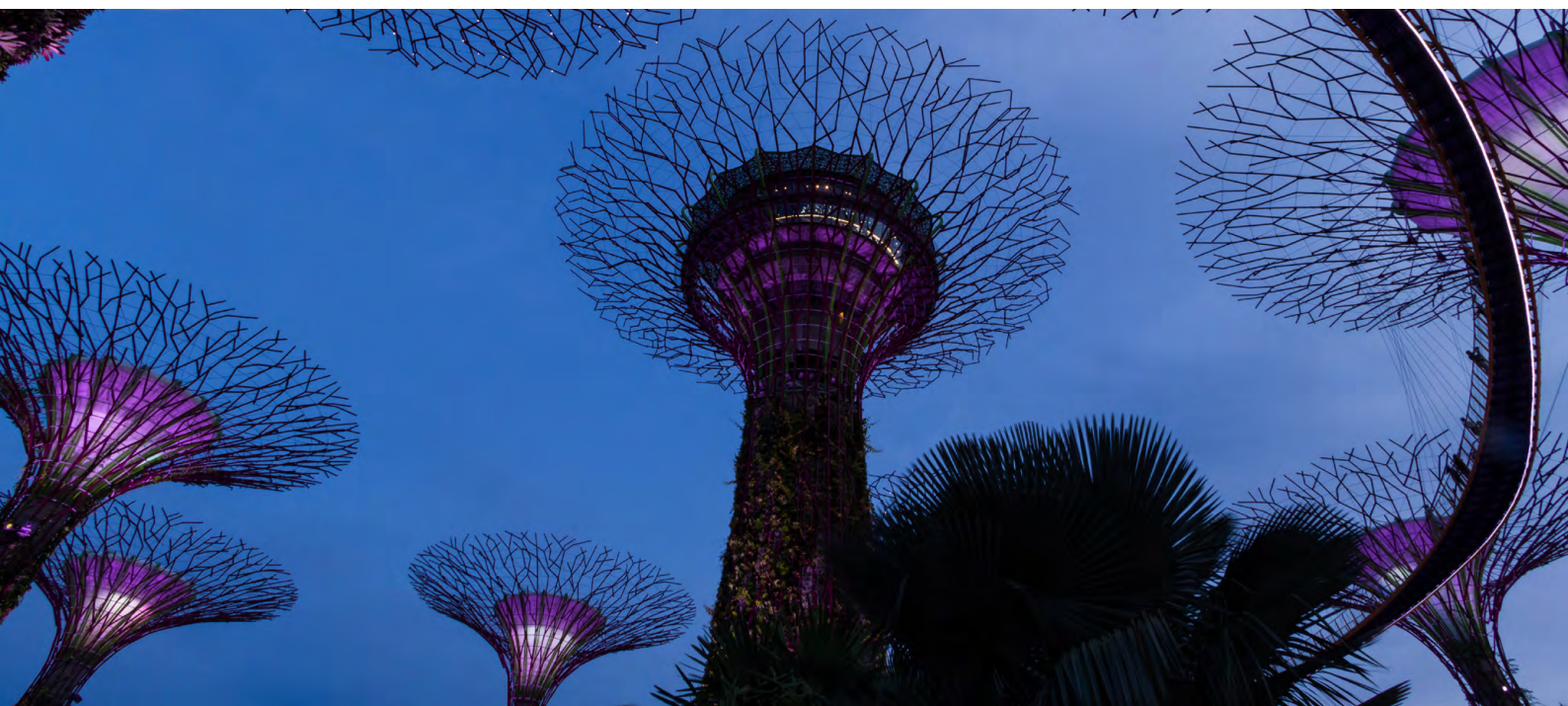
# Person Specification

## Essential

- Proven ability to credibly represent WRAP as a thought leader in environmental behaviour change to global retailers, FMCG brands, global NGOs, climate change and environmental ministers, investors and the media
- Proven leadership experience in the design and successful delivery of large scale social and behaviour change communications programmes in a similar/comparable field, preferably across multiple geographies
- Strong theoretical background in behavioural science, preferably from a multi-disciplinary lens
- Proven ability to build and develop new, high-performing teams and lead and motivate others, strong self-awareness, and inter-personal skills
- Experience working in an environment of rapid growth and change with a clear understanding of emerging markets relevant to the business
- Strong analytical ability, effective communicator, with the ability to synthesize and communicate complex theories, policies, and multiple perspectives
- Experience of playing a leading role in a business that has multiple locations, strong sense of 'regionalism' and in country 'ownership'
- Operational and strategic leadership experience; demonstrable track record of leading and growing a profitable business underpinned by successful business management – commercial mindset, income generation, customer retention, product creation, risk management, cost management and KPI monitoring
- Strong relationship management experience, with proven ability to bring together a wide range of diverse stakeholders to drive change across the UK and wider, secure commitment and aid collaborative working.

## Desirable:

- Degree (or equivalent qualification) in sociology, psychology, or similar disciplines
- Experience of public and private sector business operations
- Successful track record of leading the management of high performing teams and/or organisations that deliver social and/or business impact
- Experience of working effectively in an environment in which policy is a key factor for example government, academia, industry or consultancy/advisory.





# Terms of Appointment

Salary

Competitive

Location

Based out of Head office in Banbury, Oxfordshire with flexibility. Regular UK travel will be expected.





# How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Catherine.Kift@starfishsearch.com or Mark.Crowley@starfishsearch.com by email.

To make an application, please go to <https://starfishsearch.com/wrap-head-behaviour-change/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement of no more than three sides that sets out why you think this role is the right move for you and how you meet the Knowledge & Experience criteria.

Closing date: Wednesday 17th February 2021

Interviews with WRAP: Expected early March







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 Starfish