

JOB DESCRIPTION

Job Title	Alcohol Behavioural Change Specialist
Department	Operations & Programmes
Reporting to	Head of Operations
Managing	None
Main relationships	Head of Operations, Director of Operations & Programmes, Senior Leadership Team, Senior Management Team
Benefits	<ul style="list-style-type: none"> • £55,000 • 30 days leave (plus Bank Holidays) • Bupa Health Cover • Matched company pension scheme • Life assurance cover offering 4x death in service benefit. • Company sick pay • Training and development opportunities • Learning and Wellbeing Grant • Employee assistance programme • Season Ticket Loan • Perks and discount platform
About us	
<p>Drinkaware is a leading charity concerned with reducing harm from alcohol. We do this by providing impartial, evidence-based information and advice and practical resources; raising awareness of alcohol harms; and working in partnership with others to deliver behaviour change through our tools and interventions. The Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently.</p> <p><u>Our Vision:</u> Working together to reduce alcohol harm across the UK.</p> <p><u>Our Mission:</u> Using our expertise to give governments, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause. Delivered through:</p> <ul style="list-style-type: none"> • Public-facing campaigns and digital services, information and guidance • Evidence-led advice to governments and industry • Independent research, consumer insight and evaluation <p><u>Our Values:</u> Solid Reasoning; Clarity with Empathy; Understanding and Connecting; Principled Partnership; Determination and Curiosity</p> <p>https://www.drinkaware.co.uk/</p>	

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.

Purpose of the role

The Alcohol Behavioral Change Specialist is responsible for collaboratively designing and implementing, evidence-based programmes applying appropriate behavioural change models aimed at reducing alcohol-related harm, and promoting long-term behavioral change related to alcohol consumption.

As a leading charity focused on alcohol harm reduction, the postholder will be Drinkaware's internal expert regarding alcohol harm to individuals and will have a good understanding of brief interventions, as well as information, advice and guidance including quality assurance across our work. They will work across the organisation providing expert advice and guidance.

This role requires a deep understanding of psychological theories, behavioral science, and addiction, along with practical experience in behavioral interventions.

Main Duties and Responsibilities

- Develop and implement personalised intervention strategies to help individuals reduce alcohol consumption, using evidence-based behavioral change techniques through our app and other digital tools.
- Collaborate with lived experience panel and Independent Advisory Panel to create comprehensive alcohol-related behavioral health programmes.
- Utilise your experience of motivational interviewing, cognitive-behavioral therapy (CBT), and other evidence-based practices to promote lasting change in alcohol use behaviors across Drinkaware's activity
- Work closely with the Marketing & Content team to produce engaging content for public audiences ensuring accuracy and effectiveness of advice and guidance in all Drinkaware messaging.
- Ensure all Drinkaware website content is relevant and up to date
- Presenting our insights, programmes and tools to external stakeholders including funders, public health departments etc.
- Work closely with Head of Research in the translation of research insights and publications into programme development
- Work closely with the Head of Impact to ensure impact monitoring and quality assurance is embedded in all work undertaken by Drinkaware and support colleagues to monitor and measure the quality of its work with a view to ensuring high quality standards and continuous improvement.
- Stay up-to-date on the latest research in alcohol use, behavioral change methods to inform programme development and interventions.

<ul style="list-style-type: none"> • Work closely with the Head of Operations to ensure Safeguarding is embedded within all programme delivery.
Accountable for:
Quality Assurance
PERSON SPECIFICATION
<p>Qualifications and/or experience</p> <p>Degree or higher in Psychology, Public Health, Social Work, or a related field. Certification or training in Motivational Interviewing, Cognitive Behavioral Therapy, or other relevant therapeutic approaches is highly desirable.</p>
<p>Essential Criteria / Key Skills</p> <ol style="list-style-type: none"> 1. Proven experience in developing and implementing behavioral change interventions, particularly in the context of alcohol or addiction. Experience with digital health applications is desirable. 2. Strong understanding of behavioral science theories and how they apply to alcohol use. 3. Excellent communication skills, with the ability to engage and motivate individuals at all stages of behavioral change. 4. Strong analytical and problem-solving skills to assess, plan, and implement effective behavioral change programmes. 5. Demonstrable knowledge and experience of working in the health sector and have a passion for reducing alcohol harm in the UK 6. Expertise in addiction and alcohol use disorders. 7. Proficiency in behavioral change techniques. 8. Ability to inspire and motivate others towards behavioural change 9. Experience working in partnership with internal and external agencies and organisation 10. Experience of working collaboratively across internal departments and teams 11. Knowledge of public health initiatives and policies related to alcohol use. 12. Data analysis and program evaluation experience. 13. Confident public speaker able to represent Drinkaware at events, conferences and in the media. 14. Ability to work independently and autonomously, prioritise tasks, and adapt to changing circumstances. 15. Understanding of safeguarding legislation and practical application in delivery of programmes 16. Emotionally intelligent and resilient when under pressure. 17. An energetic and committed ambassador for Drinkaware, our mission and values: http://www.drinkaware.co.uk/about-us/what-we-do/what-drinkaware-does
<p>Special features of the role</p> <p>None specified.</p>

The Drinkaware Trust is committed to diversity and inclusion, and it is essential that the post holder is committed to making a positive contribution to their promotion and implementation.

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