



TaurangaCity

Job description

Title	Strategic Waste Behaviour Lead
Number	
Group	Infrastructure
Division	Sustainability & Waste
Reports to	Team Leader: Waste Strategy, Planning & Investment
Direct reports	N/A
Date	

Job holder commitment

The job holder accepts as a fundamental requirement of their employment that they must demonstrate a personal commitment to:-

- modelling organisational values at all times
- a safe and healthy work environment
- assisting Council to fulfil its Civil Defence responsibilities

At TCC we uphold the principles of Te Tiriti o Waitangi by engaging in an effective and meaningful partnership with tangata whenua. We are committed to developing our knowledge and understanding of te reo Māori, tikanga Māori, Mātauranga Māori and our partnership with tangata whenua.

Job purpose

To lead the development and ongoing refinement of Tauranga City Council's strategic approach to waste-related behaviour change. This role focuses on creating a cohesive, evidence-based Waste Behaviour Change Strategy that integrates with council services, infrastructure, education and engagement initiatives to support city-wide waste minimisation outcomes. The role acts as the strategic lead and shapes the direction and scope of delivery activities undertaken by the team related to behaviour change.

Key outcomes

Key Outcomes	Description
Strategic Planning & Integration	<ul style="list-style-type: none">• Develop and maintain the Waste Behaviour Change Strategy, ensuring it includes clear targets, audience segmentation, behavioural insights, and aligned actions to drive waste reduction outcomes.• Ensure alignment with the WMMP, Long-Term Plan (LTP), Climate Action Plan, 30-Year Waste Infrastructure Business Case, and national/regional strategies.

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	<ul style="list-style-type: none"> Shape strategic alignment across team functions, ensuring infrastructure, education, and engagement efforts reinforce behaviour change goals.
Insight-Driven Direction	<ul style="list-style-type: none"> Work closely with the Waste Engagement & Delivery Lead to analyse data, trends, and evidence to inform and refine behaviour change priorities. Identify target behaviours and develop audience-specific messaging and campaign strategies based on research and participation trends.
Strategic Programme Oversight	<ul style="list-style-type: none"> Develop and manage an annual work programme that outlines timelines, budgets, responsibilities, and outputs for city-wide campaigns and behaviour-focused projects. Provide strategic oversight of delivery work undertaken by others (e.g. Waste Engagement & Delivery Lead, Waste Minimisation Officer as well as the Waste Operations and Compliance team), ensuring coherence and alignment with strategic goals.
Collaboration & Influence	<ul style="list-style-type: none"> Act as the connector between strategy and delivery, engaging collaboratively across the team to influence planning and project scopes. Lead cross-team conversations, projects and planning processes to ensure consistency of messaging and coordinated impact across education, infrastructure, and service delivery.
Innovation & Best Practice	<ul style="list-style-type: none"> Remain up to date with national direction, emerging behaviour change research, and best practice in systems thinking and design. Use this knowledge to continuously improve Tauranga's approach and ensure the city remains a leader in behaviour-driven waste minimisation.
Evaluation & Reporting	<ul style="list-style-type: none"> Support post-campaign evaluation and strategic performance monitoring. Establish and refine KPIs and provide input into progress reporting across relevant strategies and plans.
Infrastructure Insights	<ul style="list-style-type: none"> Provide insights on long-term infrastructure needs, considering innovation, regulation, and waste trends. Ensure recommendations align with community needs, alternative waste technologies, and waste reduction strategies, promoting a holistic approach.

The job description is not an exhaustive list of requirements, the job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

Person specifications

Essential

- Relevant tertiary qualification in behaviour change, environmental management, social sciences, or a related field.
- Significant experience in waste minimisation, sustainability, community development, or social research with a strong emphasis on strategy and programme planning.
- Demonstrated expertise in designing and evaluating behaviour change strategies.
- Proven ability to interpret data and insights to drive strategic decision-making.
- High-level relationship management and influence skills, especially in cross-team environments.
- Strong understanding of community participation principles and systems thinking.
- Skilled in project planning, alignment, and cross-organisational collaboration.
- Financial acumen and experience managing work programmes and budgets.
- Current full driver's license.

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Our values

Pono / Integrity

We do what we say we will do

Manaakitanga / Respect

We listen to all views and show we care

Whāia te tika / Service

We do the right thing for our community
and each other

Whanaungatanga / Collaboration

We work together and create connections