Job Profile

Senior Behaviour Science Practitioner

Grade: 11 **Created: 01/05/2026**

About the Job

Hosted within the Public Health & Communities Hub, the Senior Behaviour Science Practitioner will provide authoritative behavioural science leadership within the council, operating with a high degree of professional autonomy to embed behavioural science as a core capability in key service areas across the organisation. The role will apply advanced behavioural science expertise to a defined number of high-priority, complex council change projects, aligned to GCC's Strategy (2026–28) and transformation. The role will build sustainable behavioural science capability, upskilling staff with the knowledge, skills, confidence and tools to apply behavioural science methods within their roles.

The postholder will:

- Take professional responsibility and exercise autonomous judgement regarding their professional practice as the behavioural science specialist within the council and as part of multidisciplinary project teams.
- Exercise professional judgement in conditions of ambiguity, political sensitivity and limited evidence, balancing rigour with pragmatic delivery.
- Maintain professional registration, including requirements for continuing professional development, as required.
- Work with minimal supervision, setting their own work programme aligned to strategic priorities.
- Be accountable for the quality, ethical integrity and impact of behavioural science advice across specified directorates and projects.
- Participate in reflective practice as part of their own professional development.

This is what we need you to do...

- Work with senior project leads across the organisation to apply behavioural science theory to complex, high-profile council change projects.
- Work with the Local Authority Research Practitioner (LARP) to design and implement evaluation of designated projects.
- Undertake behavioural analyses and providing evidence- and insight-based recommendations for interventions to support behaviour change.
- Provide coaching and mentoring, enabling council staff to apply behavioural insights confidently in their work.
- Prepare reports and presentations for stakeholders, including professional and scientific audiences.
- Lead the development of behavioural science capacity across the workforce, including developing and delivering training packages and toolkits that can be applied to a range of areas and roles across the organisation.
- Take further steps to support the development of a culture of behaviourally informed working in the council, for example by embedding it into strategies, policies and ways of working.

Monitoring and ongoing development of outcomes

As part of the annual appraisal, outcome- and values-based targets will be developed in conjunction with the postholder and will supplement this job profile. The job profile will be subject to regular review, and the Council reserves the right to amend or add to the accountabilities listed above.

We want to be an employer of choice, attracting and retaining excellent people to work for us, so that we can best serve all Gloucestershire's diverse communities. Our promise to you is that we will provide an inclusive and supportive working environment that enables you to bring your whole self to work and realise your full potential.

The ideal candidate will have...

Experience

- Significant experience of applying behavioural science approaches to inform a range of real-world problems, preferably within the public sector, for example a local authority, the NHS, public health or a related setting.
- Experience of translating psychological and behavioural science theory and evidence into practical recommendations, interventions, and policy or service improvements.
- Experience of conducting behavioural diagnostics and designing, prototyping and evaluating interventions aimed at influencing public or workforce behaviours.
- Experience of influencing senior stakeholders and collaborative multidisciplinary team working.
- Experience of training, coaching and mentoring others in the principles and application of behavioural science methods to a basic level.
- Experience of contributing to or leading evaluation, research or evidence-informed improvement activity.

Knowledge, Skills and Understanding

- Knowledge of quantitative and qualitative research methods and when and how to apply them.
- Strong facilitation, coaching, engagement and relationship-building skills.
- Awareness of prevention and health inequalities, and the social, economic and environmental determinants of behaviour in the context of complex local systems.
- Advanced understanding of behavioural science, psychology and behaviour-change approaches relevant to public sector contexts.
- Strong analytical and critical appraisal skills, alongside the ability to communicate and present complex ideas to a range of non-specialist audiences in formal and informal settings.
- Ability to balance scientific rigour with pragmatism in time- and resource-pressured environments.
- High level of professional credibility, integrity and ethical awareness, underpinned by an understanding of ethical frameworks, governance and safeguarding considerations relevant to behaviour change.

Behavioural attributes

- Must display the council's Leadership Behaviours.
- Works collaboratively.
- Self-motivated and determined.
- Excellent written and verbal communication skills.
- Good negotiation skills.
- Committed to high standards.
- Able to work as part of a team.
- Able to motivate and influence others.
- Self-aware and open to learning.
- Able to take and communicate decisions in a timely manner.
- Able to enthuse, achieve buy in and drive change.
- Exhibits attributes of a leader.
- Well organised and able to meet tight deadlines.
- Evidence of ability to motivate and influence multiple stakeholders at a senior level.

Education & Qualifications

Essential

- Qualified psychologist, with eligibility for HCPC registration or post graduate qualification in psychology applicable to behavioural science.
- Postgraduate training providing a strong grounding in behavioural science, applied psychology and research methods
- Evidence of continuing professional development.

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