



# The Rubbish Diet

c/o Cwm Harry, Unit H, Vastre Industrial Estate, Newtown, Powys, SY16 1DZ  
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## JOB TITLE:

Harrow Bin Doctor

## THE RUBBISH DIET AND AN OVERVIEW OF THE BIN DOCTOR ROLE:

The purpose of the Bin Doctor role is to promote the Rubbish Diet Challenge – to encourage people to sign up and to support them on their waste reduction journey.

The Rubbish Diet was born 5 years ago when Karen Cannard decided to slim her bin! Since then the Rubbish Diet has been successfully rolled out in Suffolk and Shropshire and now the Rubbish Diet is coming to Harrow.

Whether your bin is too full or too smelly? Or there is just too much stuff? The Rubbish Diet Challenge will solve your waste problems. The Rubbish Diet is like a slimming club for your bin, shrinking what you send to landfill and saving you money! And, once your bin is slim - you'll never have to panic about missing bin day again!!

The Diet is really easy to do – we ask people to keep track of what they throw away and then we help them to find ways of making that waste disappear by recycling it, reusing it or simply avoiding it all together. People find solutions that work for you with the help of other Dieters in your group and from your local Bin Doctor. The Rubbish Diet Challenge is 4 steps over 8 weeks.

The Rubbish Diet really works – 95% of people tell us that not only is their bin much slimmer but that they have no trouble keeping their bin slim once the Rubbish Diet Challenge is over – so bins stay slim!

The Harrow Bin Doctor will be responsible for running the Rubbish Diet challenge with communities in Harrow.

The Bin Doctor's role is to tell people about the Rubbish Diet – either by giving talks, doing radio interviews or general networking at events. Then the role is to encourage people and groups to sign up to take the Rubbish Diet challenge. Finally, the Bin Doctor then supports them throughout the challenge – sharing tips and local solutions to waste problems. The Bin Doctor will also be

responsible for building strong links with media partners such as the Harrow Observer in order to maintain a constant Borough wide profile throughout the project.

In Harrow we aim to engage with as many people as possible with a view to at least 150 people signing up to take the diet. In addition, through the Rubbish Diet challenge we aim to build a network of 25 people/groups who, with further support, will become key community champions in Harrow with whom the Borough and WLWA can work on future waste reduction initiatives.

#### **DUTIES & RESPONSIBILITIES:**

- To share information about the rubbish diet and how to sign up with as many people/groups as possible in Harrow, following contacts/networks systematically
- To gather information about recycling, reusing, refilling, reducing initiatives going on in and around Harrow
- To develop Harrow specific Rubbish Diet rubbish reduction tips
- To find interesting local stories and solutions for waste reduction that will be promoted with training and support through social media and the press/radio
- To develop links with local press Harrow Observer etc and issue regular press releases
- To make contact with community “nodes” – people who could take rubbish diet to their group.
- To give talks to small groups – to encourage people to take the diet
- To write a weekly blog – to support the Harrow rubbish dieters with local information eg events, campaigns, waste busting solutions
- To update facebook page at least twice a week
- To tweet on a daily basis

#### **REPORTING AND KEY RELATIONSHIPS:**

The Harrow Bin Doctor will be supported by the Rubbish Diet team but will be working independently.

The Harrow Bin Doctor will join the Rubbish Diet team and be line managed by Ali Thomas, Bin Doctor Coordinator based in Shropshire. We will schedule fortnightly review meetings either in person or on Skype.

The Rubbish Diet is contracted to West London Waste Authority for the work in Harrow. The Harrow Bin Doctor will be supported by the Rubbish Diet team but will be working independently. At some events Roger St Paul from West London Waste Authority will join the Bin Doctor to support.

**WORKING HOURS:**

5 month contract between November 2013 and March 2014, 2 days a week

Community work often involves evening and weekend work – so the ability to have flexible working hours is very important.

Your contract will be with Cwm Harry Land Trust, a partner with Karen Cannard in The Rubbish Diet.

**SALARY:**

Cwm Harry will consider offering this work to the successful candidate on either a self-employed or employed basis.

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For those preferring self-employment you will be able to confirm your self-employed status and that you take full responsibility for your tax and NI contributions. The contract value is £4,300 (approx. equivalent to £103 / day) to be invoiced monthly.

For those preferring employment with Cwm Harry there will be a fixed term contract (Nov to March inclusive) for 2 days per week at a pro-rata salary of £23,170pcm (equivalent to £772 gross per month).

**BENEFITS & PERKS:**

Training in media skills including press and social media.

**PROBATION:**

The contract is for 5 months – the first 1 month will act as the probation period during which time both parties may leave contract without notice.

**START DATE:**

4<sup>th</sup> November 2013

**CLOSING DATE FOR APPLICATIONS:**

Closing date for applications 17<sup>th</sup> October 2013.  
Interviews week of 21<sup>st</sup> October

# Person Specification

## KNOWLEDGE:

### Essential:

Understanding how communities work – how does information flow through communities in Harrow

### Desirable:

Social media skills – The Bin Doctor will meet people at events and at arranged meetings etc but will be expected to share information and receive information with and from Rubbish Dieters via a range of different social media tools. Twitter, facebook, email and blogging.

Knowledge about waste, recycling and the waste hierarchy is desirable but not essential

## WORK SKILLS

### Essential:

Good written and oral communication skills – the Bin Doctor role will involve public speaking – addressing small groups, writing press releases.

Ability to organise a systematic campaign, tracking contacts and engaging them.

Access to computer – accustomed to using email, Word and Excel

The ability to be Home based

Ability to use public transport and navigate around the Borough of Harrow.

### Desirable:

Social media skills – blogging, twitter, facebook

## GENERAL SKILLS/ ATTRIBUTES:

### Essential:

Self motivated

Happy to chat to people at events. Ability to talk to small groups – public speaking .

Non judgmental attitude – bringing people along with you rather than patronising people

You don't need to know a lot about waste and recycling but you do need to be willing to learn

A team player, willing to share openly how things are going and find solutions

Someone who loves meeting people and feeling part of a community

Someone who knows their community well and can think laterally about possible project directions

## **EXPERIENCE:**

### **Essential:**

Proven community person – a “natural node” Track record of networking and driving projects
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### **Desirable:**

An interest in recycling and in looking after where we live
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If you would like to have a chat about the Rubbish Diet and the Bin Doctor Role in Harrow please call Alison on 07972 858313 or email [Alison@therubbishdiet.org.uk](mailto:Alison@therubbishdiet.org.uk)

[www.therubbishdiet.org.uk](http://www.therubbishdiet.org.uk) for more information about the Rubbish Diet

October 2013