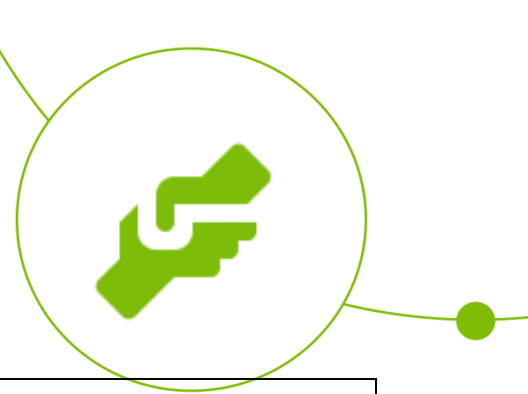




Road Safety Driver and Rider Skills Manager

Department	Adult Social Services
Service	Public Health
Grade	J
Reports to	Road Safety Team Manager
Responsible for	National Driver Offender Retraining Scheme (NDORS) contracted trainers, Approved Driving Instructors (ADI's), commercial and contracts officer, skills officer and skills co-ordinators
Job reference	JE6033

Job Purpose

Lead the delivery of high-quality driver and rider education across Norfolk, through the recruitment, management and development of trainers and Approved Driving Instructors. Ensure a resilient and compliant service that meets National Driver Offender Retraining Scheme (NDORS) and UK Road Offender Education (UKROEd) requirements and Road Traffic legislation.

The role leads the achievement of road safety objectives by improving driving and riding skills and behaviours, reducing casualties, and contributing to partnership outcomes.

Working collaboratively across teams and partners, the postholder ensures effective programme delivery, financial oversight, income generation, and robust risk management and safeguarding arrangements. The role also provides leadership, coaching and operational support to staff and stakeholders, contributing to communications, campaigns and deputising for the Road Safety Commissioning Manager as required.

Context

Against an increasingly challenging backdrop, the public sector needs to establish effective ways of delivering its services in line with data and research.

Norfolk County Council has a statutory duty to undertake collision/casualty data analysis and to devise and offer programmes of learning that includes engineering and road user education, training and publicity to improve road safety.

A Road Safety Public Health Service works in partnership to prevent road harm by improving behaviours through education, training, and evidence-based interventions. It focuses on building capability, shaping safer environments, and influencing motivation to achieve sustained behaviour change and reduce injuries across communities. The Road Safety Driver and Rider Skills Manager is an integral part of this service.

Accountabilities	
1. Accountable for maintaining and overseeing quality standards for trainers delivering NDORS and commercial driver and rider training across Norfolk.	
2. Support the Road Safety Commissioning Manager in delivering the Road Safety Partnership operational plan and wider service objectives.	
3. Lead the tender, recruitment, induction and coaching of trainers and ADIs, ensuring specifications are up to date, consistently applied and meet local and national standards.	
4. Work collaboratively with the Contract and Commercial Officer to achieve successful NDORS audits, meet UKROEd standards, generate commercial income opportunities, and ensure contracted driver and rider programmes are delivered to a high standard and in line with policies.	
5. Lead trainer and ADI panel meetings, ensuring CPD support and verification of all licences and training certificates, and arrange remedial training where required to meet local and national compliance.	
6. Accountable for safeguarding and promoting the welfare of young people and vulnerable adults, including completing programme and dynamic risk assessments and reporting/investigating incidents in line with established procedures.	
7. Manage the Skills Team Officers and Coordinators to ensure all driver and rider programmes are delivered in line with the road safety partnership's vision and priorities, corporate controls, legislation, and policy requirements.	
8. Attend partnership meetings and where required facilitate working groups and deputise for the Road Safety Commissioning Manager.	
9. Manage a small fleet of vehicles to support the delivery of commercial and NDORS contracts and wider road safety needs.	
10. Support with responses to media enquiries and develop driver and rider content for road safety driver and rider campaigns.	

Person specification

Skills and abilities:	Essential (✓)	Desirable (✓)
Ability to manage multiple workstreams with competing demands and meet deadlines	✓	
Strong self-motivation and accountability for delivering results	✓	
Excellent written and verbal communication skills, with an inclusive and accessible approach tailored to diverse audiences.	✓	

Proven ability to assess, manage and reduce risk within defined frameworks and dynamic environments	✓	
Strong IT proficiency (Excel, Word, PowerPoint, Teams and relevant systems), using digital tools to support effective delivery.	✓	
Knowledge/Experience:	Essential (✓)	Desirable (✓)
Experience of successfully coaching and managing a diverse workforce, including contractors.	✓	
Experience of working collaboratively in partnership environments, contributing to joint delivery plans and shared objectives.	✓	
Experience of procurement, commissioning and contract management.		✓
Excellent knowledge and experience of project management.	✓	
Experience of researching, analysing and disseminating industry standards and road safety policy.	✓	
Experience of effective budget management.	✓	
Qualifications	Mandatory (✓)	Indicative (✓)
Level 4 Internal Quality Assurance (IQA) qualification, or significant experience in delivering quality assurance to a high standard	✓	
Current or previous Approved Driving Instructor (ADI) qualification, or a recognised advanced driving qualification (e.g. RoSPA or IAM RoadSmart).	✓	
Licensed NDORS Trainer and Instructor status, or willingness to work towards this.		✓
Teaching qualification or significant experience of delivering professional training to groups.	✓	
Demonstrable commitment to ongoing professional development.	✓	

The Council's values

- Accountable – We are honest and accountable.
- Inclusive – We champion inclusivity and equity.
- Ambitious - We want a better future for Norfolk.
- Trusted – We build and maintain trust.

Other Job Information (special factors or constraints and physical requirements or environmental conditions that the job holder will encounter, including how long they last and how often they occur)

- Weekend and some evening work may be required throughout the year.
- Full UK driving licence and access to a vehicle.
- Enhanced DBS check with barred list(s), renewed in line with Council policy.
- Travel will be required across the county and wider for national conferences and events.
- Lone working.

General Information

The job description details the main outcomes of the job and will be updated if these outcomes change.

All work performed/duties undertaken must be carried out in accordance with relevant County Council and Departmental policies and procedures, within legislation, and with regards to the needs of our customers and the diverse community we serve.

Job holders will be expected to understand what is meant by safeguarding vulnerable groups (children, young people and adults) and how to raise concerns.

Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as requested by management.

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