

Employing Behavioural Science to Improve the Effectiveness of a Digital Platform



Role title: Behavioural Science Officer

Number of placements available: 1

Coordinated by: Partnerships and Communications teams, the Eryri National Park Authority

Place of work: Hybrid (office once a week), LL48 6LF. Homeworking for the other 4 days of the week.

Working hours: Flexible (core hours 7am-7pm), 37 hours per week. Full time.

Anticipated start date: July 2026

Placement length: 13 weeks

Support: Local travel expenses (from applicant's place of residence to National Park HQ, expenses covered up to a maximum of 60 miles per day at £0.45 per mile). The Eryri National Park Authority will not be able to cover accommodation or subsistence costs for candidates. Successful applicants will need to use their own IT equipment for the placement. Training will be provided, relevant to the work to be undertaken.

Health & Safety: Successful candidates will be required to complete the Authority's onboarding and induction processes, including familiarisation with relevant health and safety policies, procedures, and safe systems of work.

Skills Required for the role: The ENPA is keen to work with PhD students with a specialism in Behavioural Science who can contribute through applied research projects can strengthen the effectiveness of a Responsible Tourism app being launched in 2027. The app will be deployed to a limited number of users during the summer of 2026, with an opportunity to beta test its content and interventions.

No specific professional experience is required for this role, although experience working in a Local Authority or public sector setting may be advantageous.

Welsh language skills are not essential for the role, but are desirable.

Skills to be developed during the role: Research skills, Communication skills, Project Management, Data collection, Collaboration/Teamwork, Partnership Building, Relationship Management, Policy drafting

Desired outcomes

- Engagement Strategy: Producing a comprehensive report with actionable recommendations to boost active user engagement.

- **Gamification Audit:** Analysing the effectiveness of the app's gamification elements to determine what truly drives user interaction.
- **Content & Behavioural Analysis:** Evaluating the app's language, style, and content through a dual lens of behavioural science and data-driven insights from the testing phase.
- **Market Expansion:** Helping us bridge the gap to "universal appeal" by identifying strategies to market the app to a diverse, "broad church" audience.
- **User Psychology:** Identifying key motivations for app downloads and isolating the specific incentives that resonate most with our community.

What you'll be doing

As our Behavioural Science Advisor, you will be the bridge between user psychology and technical development. You'll work directly with our testing cohort to extract meaningful insights and translate feedback into actionable advice for the Project Team. By applying a behavioural lens, you will produce strategic reports aimed at optimising user engagement, ensuring universal accessibility, and nudging increased participation in our core volunteering activities.

Project Overview

Building on the success of the CopenPay initiative, Eryri National Park Authority (ENPA) is developing a responsible tourism app designed to encourage visitors to engage in positive environmental, social, and cultural actions during their stay. The app will reward participation through discounts and promotions offered by aligned local businesses.

The platform will connect and amplify existing local initiatives, including Caru Eryri, the Eryri Ambassador Programme, the Plastic-Free Yr Wyddfa Project, and related schemes. Visitors will be presented with a curated set of climate-positive and community-based activities delivered by local partners.

The app will act as both a participation tool and a behavioural intervention, encouraging sustainable travel, volunteering, environmental stewardship, and deeper engagement with local culture.

Environmental and Biodiversity Objectives

The project aims to support biodiversity and nature recovery across Eryri National Park by connecting visitors with structured, locally led, nature-based activities. These include, but are not limited to:

- Tree planting to support carbon sequestration
- Path maintenance to reduce soil erosion and protect sensitive habitats

- Targeted litter picking to reduce pollution and impacts on native species
- Nature monitoring to improve local data and understand the extent and diversity of species

Activities will be designed to enhance ecosystem resilience while remaining accessible and meaningful for visitors.

Sustainable Travel and Local Economic Impact

The pilot will contribute to a low-carbon visitor economy by actively incentivising public transport use and active travel. Visitors will earn points or a digital currency through sustainable actions, which can then be redeemed with participating local businesses that align with the Sustainable Visitor Economy Plan developed by Cyngor Gwynedd, Conwy County Borough Council, and ENPA.

The project also seeks to address local economic challenges, including seasonal downturns, reduced high street footfall, day-tripping behaviour, and limited local spending. It will additionally create opportunities to strengthen visitor connections to local culture, including volunteering at cultural events and increased exposure to the Welsh language.

Communications and Engagement

Consistent with findings from the CopenPay impact report, clear and timely communication will be central to success. A dedicated communications plan will target visitors before arrival, during their stay, and post-visit. The aim is to maximise participation, reinforce positive behaviours, and clearly communicate both environmental impact and earned rewards.

1. Gamification and Behavioural Nudging

Evaluation and refinement of the app's gamification features during the beta phase, using behavioural science models to encourage sustained engagement, task completion, and responsible movement through different visitor zones.

2. Design of Self-led Litter Picking Activities

Applied research into the design of informal, self-led litter picking activities, including:

- Signage and instructional clarity
 - Barriers to misuse or cheating
 - Pick-up and drop-off logistics
 - Controls to prevent exploitation of reward mechanisms
- Pilot designs could be tested in Bala and Betws-y-Coed.

3. Visitor Motivation and Identity

Examination of how environmental identity, place attachment, and pro-social motivation influence participation in conservation activities while on holiday.

4. Impact Feedback and Behaviour Persistence

Testing how different forms of impact feedback, such as carbon saved, biodiversity benefits, or community impact, affect repeat engagement and post-visit behaviour change.

5. Social Norms and Peer Influence

Investigation into how perceived norms, leaderboards, or group participation features influence uptake of responsible behaviours.

6. Cultural Engagement and Language Use

Exploration of how exposure to Welsh language and culture through app-based volunteering or challenges affects visitor attitudes, respect for place, and cultural interest.

7. Barriers to Sustainable Travel Adoption

Research into psychological and practical barriers to public transport and active travel use among visitors, with recommendations for targeted interventions within the app.

Essential conditions for applicants

HOW TO APPLY	
Closing date and time for applications	June 19th 2026
How to submit an application	Please submit your CV (including reference contact details) and cover letter expressing your interest in the role.
Recruitment process	The Eryri National Park Authority will review applications received for this opportunity and will conduct interviews online in the week commencing June 22nd 2026
Contact name and email for any queries related to the placement:	Alec.young@eryri.llyw.cymru

This opportunity is only accepting applications from Postgraduate Researchers with secured funding and authorisation from their doctoral funding body to undertake a three-month placement.

EQUALITY, DIVERSITY AND INCLUSION
Equality, diversity and inclusion in the workplace is about valuing all people equally, fairly and with respect, avoiding all forms of unlawful discrimination irrespective of their age,

disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Do you agree to uphold the principles of equality, diversity, and inclusion throughout the placement process and experience. Yes/No

Does your organisation have an EDI policy? Yes / No

FINANCIAL ASSISTANCE

WGSSS Postgraduate Researchers receive their studentship stipend whilst attending their Research in Practice placement/opportunity.

It is expected that any travel expenses incurred during the course of the placement i.e. travelling to business meetings or placement events, will be covered by the placement host.

Please confirm if your organisation would be willing to contribute towards additional expenses Yes / No