

JOB DESCRIPTION

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| JOB TITLE: | Principal Policy Manger - Place Strategy |
| MANAGED BY: | Head of Place Strategy |
| GRADE: | 12 |

BACKGROUND

The West of England Combined Authority is seeking to appoint a Principal Policy Manager to join the Place Strategy team.

This is an exciting time to join the West of England Combined Authority. In the last year nearly three quarters of a billion pounds of new investment has been secured for the region. New plans are in place to deliver on Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England on the map for regional, national and global success.

Led by the regional Metro Mayor, the West of England Combined Authority brings together three local councils, the Local Enterprise Partnership and works with communities, other public services, and industry to deliver for the region.

Come and help shape the future of the West of England, a place so many people are proud to call home.

THE ROLE

The Place Strategy team is a relatively new team within the Combined Authority with 3 FTEs at present. We work across a variety of workstreams to ensure that an understanding of spatial analysis is embedded within the region's policy process, while also developing the Combined Authority's strategic role on housing, planning and local regeneration.

Working in the Place Strategy team, the post holder will be responsible for developing the spatial approach to delivering for people and communities across the West of England.

The successful candidate will work flexibly across projects liaising with colleagues across the organisation, and with local and national partners. The post holder will lead on complex projects and will be adept at taking on new topics and swiftly understanding the challenges and opportunities they pose. They will be able to balance competing priorities and manage relationships to ensure timely and high-quality delivery that meet

the mayor's priorities.

Comfortable translating economic evidence into clear policy options that considers political implications, the successful candidate will join the CA at an exciting time as we consider new opportunities for the region across housing, regeneration and local connectivity. You will drive work within a team seeking to both maximise investment in the region and target it where it delivers the biggest impact for people, communities and the regional economy.

KEY RESPONSIBILITIES

The successful candidate will be expected to work flexibly on policy issues as they arise. Nonetheless, their core responsibilities are likely to include:

- Leading work to define the Combined Authority's vision for the spatial future of the region. This will bring together plans for high quality local transport, housing and employment growth, and priorities for nature into a clear framework that enables the strategic prioritisation of investment and offers a compelling sales pitch to central government. It will need to ensure that spatial planning is appropriately reflected in mayoral priorities across the combined authority.
- Building and implementing a strategic housing and regeneration forum for the West of England, underpinning the re-establishment of the Combined Authority's housing and planning functions. The postholder will identify and progress collaborative work on opportunities to bring together the Combined Authority, its constituent authorities and external stakeholders such as Homes England, understanding the incentives faced by different stakeholders to unlock shared progress in a complex political environment. The work will allocate funding and leveraging in new investment to both increase the quality of and accelerate the delivery of key development sites.
- Leading external engagement with public sector landowners, including the NHS, blue light authorities and central government, building strong relationships to tackle strategic estates challenges, ultimately unlocking land for new housing.
- Supporting refreshing the region's long-term economic strategy, ensuring that an understanding of place is embedded into the work and drives the Combined Authority's future investment priorities.

As a member of the Place Strategy team, the successful candidate will be required to:

- Use evidence to develop policy proposals, working with analyst colleagues to ensure their work reflects priorities and supporting the consideration of new and innovative sources of evidence where appropriate
- Understand the political implications of policy intervention, regularly engaging with the mayor's office to ensure plans align with the mayor's objectives

- Build and maintain productive working relationships with colleagues within the Combined Authority, the UAs and the wider public sector
- Secure broad stakeholder support for policy development in a challenging environment, working collaboratively with local, regional and national partners
- Manage a small team of policy officers as we expand the Place Strategy team, alongside managing relevant budgets
- Work flexibly across a wide range of policy areas as required.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level or able to demonstrate equivalent experience
- Excellent knowledge and experience of the national, regional and local landscape for at least one of housing, planning, regeneration and/or local transport

Experience

- Excellent knowledge and experience of policy development, whether within central government, local government or the private sector
- Proven leadership and consensus building in a complex, multi-stakeholder environment, with a demonstrable ability to develop and maintain effective relationships.
- Experience of leading the development of housing, planning or transport strategies and policies to strengthen regional economies and to support sustainable housing
- growth and land use. Significant experience or working with and advising senior officers and elected representatives.
- Significant experience of working with and influencing national government.
- Drafting high-quality documents, suitable for publication.
- Experience of managing Boards, steering groups or committees with senior leaders, both officers and political, in a public-sector context

Skills and Competencies

- Understanding how your plans and activities reflect wider strategic priorities, bringing together views, perspectives and diverse needs of stakeholders to gain a broader understanding of the issues surrounding policies and activities.
- Building and maintaining a network of internal and external colleagues to drive forward progress on shared objectives. Challenging external views and assumptions, while being willing to compromise if beneficial to progress.

- Confidence in driving forward work on a challenging and cross-cutting policy agenda, proactively identifying opportunities to support your regional partners while driving forward the metro mayor's priorities.

DESIRABLE

Qualifications and Knowledge

- *Understanding of the strategic housing, planning and transport landscape in the West of England.*

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 26/31 days annual leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Discounted monthly bus tickets
- Hybrid working to split your week between the office and home to help you achieve the best work/life balance and career goals.

We have recently moved into a new bright, airy, modern office space, with all the latest technology, under a 10-minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE

We're proud to have been accredited as a Living Wage Employer

Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £15.17 - higher than the government minimum for over 21s, currently £11.44 per hour



It also means that anyone who provides services to, or has contracts with us, must pay the Living Wage, setting the bar for good employer practices in the region. This includes those who provide services to The West of England and Combined Authority, such as cleaning and facilities management contracts, as well as those who have contracts with us - such as IT providers.

WE ARE A FOUNDING MEMBER OF THE GOOD EMPLOYMENT CHARTER

We're proud to have been accredited as a founding Member of the West of England Good Employment Charter.

The [Good Employment Charter](#) is a voluntary membership and accreditation scheme aimed to create an active network of employers within the West of England that are committed to supporting the basis of 'good work'. The Good Employment Charter is defined by seven key characteristics of good employment: recruitment, secure work, Real Living Wage, developing people, health & wellbeing, flexible work and engagement & voice.

