

Strategic Planning and Growth Manager

Service: Place
Grade: Band 12
Reporting to: Head of Strategic Growth
Responsible for: Strategic Planning and Growth Team – 12 officers



About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors are embarking on a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Working together to build the best future for all our communities / everyone in Trafford.

Our vision is about giving people in Trafford greater choice about where they live; to build and sustain in thriving communities; and to develop areas which we can all take pride in. It's about people living healthily; receiving care when they need it and having access to our green spaces with great transport links across the borough.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Your Main Priorities

To lead the Council's statutory strategic planning function and to set the borough's planning policy framework to meet statutory obligations and Corporate priorities through the production of associated plans, policies and guidance in relation to planning, transport and sustainability.

Key duties

1. To lead in the preparation of the statutory Greater Manchester Strategic Framework (GMSF) and act as the borough's representative on associated GM groups.
2. To lead the Strategic Planning Team in working closely with the GMCA and the ten local authorities in the preparation of the GMSF and to meet government targets and deadlines.
3. To lead the review, preparation and production of the statutory Trafford Local Plan.
4. To lead on the policy response to HS2 and the Airport Station design and represent the Council on associated sub-regional groups.
5. To lead on local and sub-regional transport policy development and implementation.
6. To lead on Section 106/CIL agreements and to ensure effective income and payment compliance through overall financial

management and reporting processes.

7. To provide expert policy advice to Development Management to support the planning application process.
8. To provide expert planning policy advice to CLT and the Executive.
9. To effectively manage the performance of the Strategic Planning Team to ensure the successful delivery of planning policy objectives.
10. To be responsible for the Strategic Planning and Growth budget including the effective monitoring and reporting of expenditure and assisting the Head of Strategic Growth in setting future budgets.
11. To be responsible for the delivery and monitoring of Corporate priorities for strategic planning, as set in the Council's Corporate Plan and Departmental Improvement Plan; and initiatives contained in the Growth Service Plan, on time, on budget and on target.
12. To work closely with GM authorities and the GMCA on strategy and policy development on planning issues, working collaboratively with key stakeholders on a range of statutory planning policies and frameworks and cross boundary planning applications.
13. To provide regular and accurate monitoring information that clearly identifies the scale and range of development, and communicates effectively with Council, developers and partners.
14. To provide accurate, timely and user friendly strategic advice on planning, transport and sustainability issues to members, residents, partners, developers and key stakeholders
15. To work collaboratively with other services within the Place Directorate to support economic growth and development.
16. To represent the Council at national and sub-regional planning forums contributing and influencing the strategic infrastructure to support growth.
17. To keep up to date with current and emerging policy developments at a local, regional and national level so that Trafford is in

a strong position to benefit from future changes.

18.To work constructively and corporately with all Directorates in the development and implementation of plans and policies to meet the Council's statutory obligations.

19.To deputise for the Head of Strategic Growth Services on all service matters as required.

20.To formulate and implement an effective customer care service for strategic planning to meet Trafford residents and business aspirations.

21.Motivate, train develop staff within agreed policies and procedures to maintain an effective workforce able to meet its objectives.

About You

Qualifications and Professional Development

- Degree or equivalent qualification plus a relevant professional qualification
- Evidence of continued professional development

Experience and Knowledge

- Significant experience of working in a related field.
- Successful track record in producing and implementing planning policy and strategies.
- Successful track record of working in a range of multi-agency and partnership settings and joint delivery of strategic plans.
- Successful track record of establishing and maintaining effective relationships across a wide range of stakeholders.
- Successful track record of working with the private sector.
- Proven experience in persuading, influencing and negotiating successfully with a range of stakeholders.
- Experience of budget setting, monitoring and accountability.
- Detailed knowledge of statutory framework, relevant policy, concepts and principles of strategic planning and the way it affects Trafford Council.
- Detailed understanding of the legal issues relevant to the implementation of strategic planning.
- Political acumen with an ability to influence decision makers at all levels.

Skills and abilities

- Excellent project management skills.
- Excellent negotiation skills and ability to deliver robust agreements.
- Ability to translate existing and emerging policy into tangible actions.
- Excellent report writing and analytical skills.
- Ability to lead and manage a team of professionals within a performance management culture.

Special Conditions Car User. The role may require the occasional attendance at meetings outside of core hours

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Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery. To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.