

TITLE: Greater Thetford Partnership Relationship Manager

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DATE: 10 July 2019

PURPOSE: To discuss the draft job description for a new role to support the Partnership.

Role Purpose:

To lead partnership and stakeholder engagement within the Greater Thetford area on behalf of the Greater Thetford Partnership (GTP) Board, to promote ambitions, priorities and achievements to all stakeholders and help realise the vision for Thetford.

The GTP Relationship Manager works to develop and maintain relationships and stakeholder relations with local, regional and national public and private partners in order to deliver priorities and objectives set by the strategic board. You will work closely with other local and regional government departments, as well as working with businesses, educational partners, communities and other interested stakeholder organisations.

To lead on developing a strategic approach to creating a distinct, positive and sustainable place brand for Thetford.

Key Objectives:

- Management of stakeholder engagement and delivery against identified priorities within the delivery plan.
- Accountable for driving forward new and innovative approaches to the delivery of public affairs and stakeholder relations.
- Engage with stakeholders to gain their support and influence in championing a wider local and regional agenda.
- To lead on and drive leverage, and value from our business relationships to facilitate excellent rapport, support and loyalty.
- Ensure high quality stakeholder services are delivered effectively, efficiently and consistently.
- Manage relationships with politicians and officials, identifying advocacy opportunities in Thetford, securing meetings, providing expertise and responding to requests for help and advice as appropriate.
- Support business development with engaging new and existing partners to develop and understand the local intelligence to support and influence delivery.
- Develop and deliver innovative and creative stakeholder relations communication strategy to support the GTP board to realise its strategic priorities and objectives.

- Become an advocate for Thetford and develop a place based branding approach which creates a collective marketing and communications strategy.
- Forge strong partnerships and ensure communications with all local, regional and national public and private sector stakeholders take a joined up approach.
- Monitor and manage GTP communications and marketing
- Manage disputes and differing views, as necessary

Skills and Experience required:

- Ability to quickly build, manage and sustain strong relationships with internal and external stakeholders, using high level of influencing/diplomacy skills, particularly where they have differing requirements, demands and measures of success.
- Collaborative approach and comfortable working in a dynamic environment.
- Experience in marketing, promoting and PR
- Ability to apply consistently strong and effective written and verbal communication and presentation skills that inspire confidence, trust and respect.
- Excellent interpersonal skills with the ability and confidence to persuade, advise, negotiate and influence audiences from a variety of organisations.
- Strong networking and communication skills and ability to communicate effectively with different audiences.
- Commercially driven and innovative forward thinker.
- Excellent organiser and responsive, with attention to detail

Competencies:

- Communication – ability to clearly get the message understood by adopting a range of styles and techniques appropriate to the audience. To be transparent and keep stakeholders up to speed with delivery.
- Strategic thinker- able to take a strategic view of the market and audience to ensure buy in to the GTP vision.
- Stakeholder and Commercial Awareness – able to understand stakeholder trends, insights and learnings to influence key decision making.
- Collaborative stakeholder management – ability to build and maintain effective working relationships across different stakeholders. Ability to present sound information and well reasoned arguments to convince others. Able to use different influencing techniques to convince stakeholders.

- Problem solving & creative thinking – ability to transform creative into practical. Can review existing situations and come up with creative solutions.
- Planning & Organising – able to think ahead in order to establish an efficient and appropriate course of action. Prioritise plans and activities taking account of all relevant issues and factors such as deadlines and resource requirements.

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