

## Director of Planning and Place



**Cairngorms**  
National Park Authority  
Ùghdarras Pàirc Nàiseanta a'  
Mhonaidh Ruaidh

### Planning & Place Directorate

Permanent, full time 35 hours/week (but part time hours of 30/week may be considered) Band G

#### **Purpose:**

To provide strategic leadership, clear organisational vision and long term direction for the National Park Authority on Planning, Rural Development and Visitor Services and to ensure operational effectiveness within these areas. To ensure the National Park Planning, Rural Development and Visitor Services teams provide a high quality service for all external customers and ensure a high standard of corporate governance and service delivery including financial and staff management.

To deliver the necessary strategic partnerships with other organisations with a view to achieving successful implementation of the National Park Authority's statutory purpose and the outcomes identified by the National Park Partnership Plan and the National Park Authority's Corporate and Operational Plans.

#### **Responsibilities:**

- **Leadership:** Provide leadership for the Park Authority on Planning, Rural Development and Visitor Services and lead your managers and teams in delivering the key objectives in the National Park Partnership Plan. As a member of the Park Authority's Executive and Senior Management Teams, take collective responsibility for the development and delivery of the Park Authority's strategic plans and outcomes.
- **Statutory Compliance:** Ensure that the Park Authority fulfils its statutory aims and carries out its statutory functions achieving the highest standard of outcomes and service delivery in relation to Planning, Rural Development and Visitor Services aims and objectives.
- **Strategy and Policy:** To lead the National Park Authority on Planning, Rural Development and Visitor Services issues, providing clear strategic guidance to the Senior Management Team, National Park Board and other partner organisations. Ensure the development and implementation of plans, policies and programmes and systems as may be required to achieve the Park Authority's aims.
- **Governance:** In conjunction with the Park Authority Senior Management Team ensure the necessary high standards and procedures are in place to deliver effective Corporate Governance, Strategic and Operational Risk Management and Board Member engagement which complies with Scottish Government requirements of an NDPB.
- **Performance and Staff Management:** Ensure the proper monitoring and evaluation of the Park Authority's performance against the Park Plan/Corporate Plan and Operational Plan and drive high performance within the Park Authority

team for Planning, Rural Development and Visitor Services, while supporting, maintaining and contributing to the culture and values of the Park Authority.

- **Innovation:** In conjunction with the Park Authority Management Team, identify any opportunities for improvement and deliver innovative, efficient and effective solutions to capitalise on these both in the short and long term.
- **Resource Management:** Ensure that robust processes and procedures are adhered to within Planning, Rural Development and Visitor Services to manage and safeguard public monies and assets entrusted to the Park Authority. Provide strategic corporate and directorate leadership ensuring that financial and human resources are effectively allocated across the organisation and within your directorate to deliver identified outcomes and specified performance targets, ensuring best value at all times.
- **Relationship Management:** Identify, review and maintain positive and productive strategic and operational relationships with key partners to ensure the delivery of Planning, Rural Development and Visitor Services aims. Represent the Park Authority to partners, the Scottish Government, Ministers and members of the Public, and secure partnership commitment and support by influencing the work of others.
- **Positioning the Authority:** Ensure that the integrity and reputation of the National Park and the Authority is safeguarded and positively positioned in the public arena at all times.

### Key Performance Areas

- To develop and deliver the Planning, Rural Development and Visitor Services strategies and policies for the Park Authority and to ensure these are effectively communicated to the Park Authority Senior Management Team, Board and partners where relevant;
- To deliver an enhanced Planning Service that will successfully integrate Scottish Government's Planning Reforms, e-planning services, and clear service standards;
- To be the lead on the Park Authority's Executive and Senior Management Teams for Planning, Rural Development and Visitor Services and to ensure the effective functioning of the Planning Committee;
- To represent the Park Authority externally at a strategic level on all areas concerning Planning, Rural Development and Visitor Services and ensure effective collaboration at all levels with our key strategic partners;
- To be a spokesperson for the Park Authority on Planning, Rural Development and Visitor Services issues and ensure the reputation of Park Authority is safeguarded at all times;
- To ensure effective cross functional teaming across the Park Authority; and,
- To deliver against Park Authority corporate plan through effective management of people, financial and other resources, and the strategic and operational risk environment.

## **Person specification: knowledge, experience and training:**

### **ESSENTIAL**

- Must have a degree or equivalent in a relevant discipline;
- Must have excellent leadership, management, organisational, analytical, interpersonal, communication and negotiation skills;
- Must have experience of developing and implementing policy in any one or more of a number of relevant subjects in the general area of Planning, Rural Development or Visitor Services;
- Must have a good understanding of the Park Authority's role in delivering the National Park Partnership Plan, and the importance as well as the practical implications of working in partnership;
- Should be an innovative thinker, able to generate or seek out through discussion with others, new ideas and new ways of approaching problems. Must be capable of assessing complex policy issues and developing solutions;
- Must have experience of managing staff with a range of seniority and with different specialisms and be able to foster their further development within the organisation;
- Must have the initiative, vision and drive to develop the role alongside the evolution of the Park Authority, and to make a positive contribution to creating the culture and reputation of the whole organisation;
- Must be recognised as an organisational expert in at least one of these major functional business areas, Planning, Rural Development and Visitor Services, commensurate with providing a lead in these areas for the Park Authority;
- Full UK driving licence or access to driver if disability prevents driving;
- Permission to work in the UK.

### **DESIRABLE**

- Should have a good appreciation of the government and general public expectations of public sector service delivery and work in the public sector, a good understanding of the private sector in rural areas and show awareness of the pressures and constraints in both sectors; and,
- Should be able to demonstrate objectivity in providing advice to other teams within the Park Authority and externally on a range of Planning, Rural Development and Visitor Services issues.
- Knowledge of the Gaelic language

March 2024