



Homes  
England

## Head of Public Affairs & Engagement

Department	Cambridge Growth Company
Reports To	Assistant Director, Planning & Place
Grade	Head Of
Job Level	18
Location	Cambridge
JD Reference	C1701N
Direct Reports	c2-4

### Job purpose

Homes England is looking for a new Head of Public Affairs and Engagement, sitting within the Cambridge Growth Company (CGC), a subsidiary of Homes England. This is a leadership role within the Cambridge Growth Company (CGC). Government has set out ambitious plans to grow the greater Cambridge economy and associated housing, which is critically important to UK Plc. Ensuring this growth happens within an urban exemplar of placemaking will be essential to existing and future residents.

This role will lead a team with responsibility for overseeing stakeholder and public engagement needed to drive forward the Government's ambitious vision for Cambridge. The role will be responsible for establishing and implementing the Cambridge Growth Company's engagement strategy which is vital in ensuring the success of this nationally important project. This will include acting as the intelligent client to appoint and manage wider specialist support given the unprecedented scale and nature of the project.

The post holder will be responsible for establishing a Cambridge presence and brand, leading a wide range of stakeholder and community engagement across Greater Cambridge, working collaboratively with colleagues in the Ministry of Housing, Communities and Local Government (MHCLG) and other cross-Whitehall government bodies as necessary. The successful candidate will have extensive experience of community and stakeholder engagement, delivering large-scale place-making, including relationship management with senior leaders across Local and Central Government and the private sector. The role also requires a deep understanding of sustainable place-making, planning and relevant Government policies and priorities.

### Key Relationships

- Greater Cambridgeshire Local Authorities and their constituent bodies, the Cambridgeshire and Peterborough Combined Authority and the elected Mayor
- Leaders, members and officers of Cambridgeshire LAs, The Greater Cambridgeshire Shared Planning Service (GCSPS), and Councillors (district, ward and parish)
- Community and residents' associations

- Local stakeholders, including business and university
- The Cambridge Growth Company Advisory Chair and sub-groups
- Colleagues across the Cambridge Growth Company and Homes England including local project delivery teams, consultants and communications and engagement teams.
- Specialist functions from within the wider organisation.
- MHCLG and other cross-Whitehall Government bodies as required

## Key Accountabilities & Responsibilities

1. Lead a team of at least 4 public affairs and engagement specialists, growing the team as necessary as the Growth Company resources increase and move towards a longer-term delivery vehicle
2. Manage budgets of at least £150,000
3. Take a lead role in managing the CGCs relationships with the Greater Cambridgeshire LAs and key Cambridge partners including the Greater Cambridge Shared Planning Service (GCSPS)
4. To lead the development and execution of community and public engagement strategies for the CGC, working with the CGC management team, Advisory Council and Chair.
5. Establish and maintain an overview of all community engagement and initiatives across the CGC, disseminate Best Practice and support Project Managers in site specific engagement.
6. Coordinate and manage engagement with business and their member bodies
7. Coordinate and manage engagement with university and education providers, including coordinating research projects
8. Maintain an expert understanding of planning policy, practice, and technical expertise in respect of engagement to support the CGC in the dissemination of regular internal updates, briefings and guidance to overcome planning issues
9. Establish and create a strong network and engagement between the CGC and local and national Government partners
10. Support the delivery of any statutory consultation
11. Represent and be accountable for the CGC in external forums to promote the work of the CGC
12. Effective Performance Management and leadership of Public Affairs & Engagement team– Manages individuals and groups. Allocates responsibilities/work, providing support and guidance as required in line with abilities. Encouraging learning and development, meeting performance targets.

## Key Skills, Knowledge & Experience

1. Experience of stakeholder and community engagement for major development and/or transport programmes and/or wider urban and civic change and management with senior leaders across government and the private sector.
2. Experience in housing planning and/or policy with a strong awareness and understanding of the key current Government policies and priorities on housing including the role that planning and enabling plays.

3. Knowledge of the economics, funding and delivery of infrastructure to support large scale housing development.
4. Experience of translating policy on engagement into operational delivery and developing new procedures for programmes.
5. Expert knowledge of relevant best practice approaches and techniques in relation to stakeholder and community engagement from a range of different settings.
6. An ability to influence multiple stakeholders to gain consensus on the form of complex transactions.
7. Ability to manage effective, committed teams and able to inspire high performance.
8. Experience of working at a senior level within a relevant sector, and experience of working with government organisations

## Key Performance Measures

1. Establishment and/or maintenance of key relationships referenced above.
2. Establish, maintain and execute a robust public engagement strategy.
3. Establishing and delivering the Growth Company's engagement strategy, on time and on budget. Delivery of innovation around engagement practices, policy and technique and how this is translated into action on the ground.
4. Establish a Cambridge Growth Company presence across key communities and stakeholders
5. Attendance and effective performance at key strategic meetings mentioned above.

## Values and key behaviours

