



## Job and person specification: Land Use & Planning Officer

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Department: Campaigns & Policy

Location: National CPRE

Reporting to: Head of Policy & Planning

Responsible for: n/a

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### Job summary – the big picture

To develop and deliver CPRE's policy analysis on rural policy (primarily transport and housing) in pursuit of CPRE's [strategic aims and objectives](#).

### Scope

- Makes operational decisions on the day to day project management and delivery of policy outputs
- Some autonomy to develop project management plans and influencing strategies; will consult with Head of Policy & Planning on significant or medium risk decisions
- Some authority to develop campaign and policy briefings for public, supporter and specialist audiences with normal sign off by Head of Policy & Planning
- Represents CPRE in political and public fora up to medium level; will refer high level requests to Head of Policy & Planning
- Makes some recommendations on influencing strategies to key internal stakeholders including the CPRE network of local groups

### Key people – who you will be working with

- Internally - own team, External Affairs, across departments
- Externally - represents CPRE to political, donor, media and partner audiences up to medium level
- Networks - specialists/experts, academics, thought leaders, network team and CPRE county groups

### Main areas of responsibility - the day-to-day work

- Support the development and delivery of policy and campaign outputs on land use and spatial planning that deliver CPRE's aims and objectives
- Research and analyse issues on land use and spatial planning for a range of internal and external stakeholders
- Produce policy and campaigning materials for a range of audiences that help increase engagement
- Support the development of compelling proposals for policy reform and solutions on better land use and spatial planning



The  
countryside  
charity

- Work collaboratively with local and community based partners and individuals to develop policy solutions on land use and spatial planning
- Build and maintain a network of appropriate contacts internally and externally on land use and spatial planning
- Role model CPRE's values and behaviours
- Proactive responsibility for own development through learning, networking, self-appraisal and other opportunities for growth
- Support Team colleagues as so directed and help support other teams as so requested

## Selection criteria – what you need to do the job

There are three key requirements for this post:

- (i) Expertise – a credible understanding of either land use planning or rural land use in England
- (ii) Collaboration – a proactive approach to building relationships both within and outside CPRE
- (iii) Inspiration – a strong identification with CPRE's strategic aims and objectives and a clear desire to help achieve them.

We have three critical criteria which define how we see this post. All three are interlinked.

1. The ability to analyse and present data, particularly geographical and planning data, and communicate findings effectively with careful attention to detail.
2. The ability to apply knowledge of land use and spatial planning issues, including an understanding of diversity and social justice, to support campaigns and/or influence public policy decisions.
3. The ability to devise and take forward campaigning and policy initiatives to support CPRE's strategic aims and objectives.

Qualifications:

4. Some policy and campaigning knowledge and experience, including working for or with charities, on either land use planning or rural land use in England
5. A qualification in planning (Royal Town Planning Institute accredited) and/or involving study and use of Geographical Information Systems (GIS)

Skills and experience:

6. Ability to undertake research and policy analysis to inform recommendations and solutions
7. Ability to network, negotiate with and influence relevant specialist and political audiences
8. Ability to communicate effectively, orally and in writing, for both expert and non-expert audiences
9. Ability to understand, create, and manage high quality data relevant to land use and spatial planning
10. Ability to initiate and manage relevant projects with clear focus and outcomes.

Occasional evening and/or weekend work will require some flexibility in working hours from time to time.

All staff are expected to be self-sufficient in administration and fully able to work with relevant IT including Microsoft Office 365, Internet search engines, and customer relationship management (CRM) systems.