

**Job Description**

**Job Title**: National Director, Northern Ireland and the Republic of Ireland

**Reference:** SUS2840

**Salary**: Grade L2

**Hours:**  37.5 per week

**Base:** Sustrans Belfast office

**Job Purpose:**

The postholder is accountable for the overall strategic direction of Sustrans in Northern Ireland and the Republic of Ireland, including managing staff and resources to deliver Sustrans’ strategy and business plan priorities and initiatives. The role oversees the development and sustainability of Sustrans work in Northern Ireland and directs the expansion of Sustrans into the Republic of Ireland, within a strategic and sustainable business model. It also raises the organisation’s profile through building key relationships with regional and local bodies across Northern Ireland and the Republic of Ireland. The postholder is a key member of Sustrans’ wider team of Directors across the UK, and contributes to organisation-wide strategy and policy.

**Place in organisational structure:**

The postholder will report to the National Director, Scotland and Ireland who is also the Deputy CEO of Sustrans.

**Key Relationships:**

Internal: National Director, Scotland and Ireland

Sustrans Executive team

Sustrans staff in Northern Ireland

Other Sustrans Directors

Head of Digital and Marketing

Sustrans Board of Trustees

External: Northern Ireland assembly and relevant Government Departments

Republic of Ireland Government and relevant Government Departments

Local authority politicians and employees

Local Health and Wellbeing Boards

Funding agencies

Community and voluntary organisations, particularly those

representing cyclists, walkers, disabled users and local

residents

Local, regional and national media

Representatives of the business community and other civic leaders.

**Key responsibilities:**

**Strategic Governance**

* To work for and be accountable to the National Director of Sustrans, Scotland.
* To lead on the strategic priorities and initiatives for Northern Ireland
* To be responsible for financial management of Sustrans’ operations in Northern Ireland
* To be responsible for monthly reporting to the National Director for Scotland.
* To ensure, through delegated responsibility, successful management of project delivery, budget management and compliance with all relevant project management systems and processes.
* To oversee and support Sustrans’ work programme in Northern Ireland.
* To develop and agree a sustainable strategy for Sustrans expansion into the Republic of Ireland.
* To develop and maintain an Advisory Board for Sustrans work in Ireland.
* To manage budgets for activities in Northern Ireland within the context of overall Sustrans Business plan.

**Influencing and external affairs**

* To establish strong relationships with central Governments, local authorities, private and voluntary sectors and key stakeholders across Ireland to ensure that walking and cycling and the work that Sustrans delivers is recognised and supported.
* To strengthen existing strategic relationships with the key organisations and politicians in Northern Ireland and the Republic of Ireland and influence decision-makers across a range of portfolios.
* To raise the profile and reputation of Sustrans across Ireland by acting as a media spokesperson and building relationships with journalists in order to promote our policies and highlight key demonstration projects.
* To ensure that relevant consultations responded to and provide strategic inputs to key policy debates and policy formulation.
* To network with other organisations working in the transport and environment fields and develop joint working, liaison and co-operation on key policy issues and areas of common interest.

**Business development:**

* To be responsible for leadership of income generation through business development in Northern Ireland
* To build relationships with partners/funding bodies and be responsible for leadership of income generation through business development.
* To be responsible for relationships with partners/funding bodies in Northern Ireland and to build and develop these relationships
* To contribute toward the development of new ideas and innovative strategies for product development, marketing, branding, or business opportunities.

**Communication and Marketing:**

* To raise the profile and reputation of Sustrans by acting as a media spokesperson and building relationships with journalists in order to promote active travel and highlight Sustrans solutions across a range of policy areas
* To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile.

**People management**

* To be responsible for the operational management of all teams in Northern Ireland and the Republic of Ireland, providing leadership to the team managers.
* To support and empower staff in the course of their work, and to maintain a positive work ethic and sense of ‘team’
* To work with HR to ensure that training and development of staff is planned effectively and in line with business need.

**Training and personal development:**

* To attend essential Sustrans training as required by the Charity
* To ensure own personal development by working to objectives set as part of the Charity’s appraisal process

**Health & Safety, Safeguarding and Equality, Diversity and Inclusion:**

* To support and comply with the organisation’s policy for the management of Health and Safety
* To support and comply with the organisation’s policies for the management of safeguarding
* To support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best practice in own role and ensure others in Northern Ireland senior management are also compliant

**Sustrans-wide:**

* From time to time, to lead Sustrans-wide projects as a member of the team of Directors and/or as instructed by the Executive.
* To attend meetings of Sustrans Directors and other appropriate meetings.
* To contribute to Sustrans-wide strategic development as a member Sustrans’ team of directors.

**Other:**

* To keep the charity’s Customer Relationship Management (CRM) and other internal information management systems up to date
* To perform any other duties consistent with the nature and grade of the role as agreed with the line manager

**Working Conditions:**

The postholder will be based in Sustrans office in Belfast and will be expected to be flexible in the ways hours are worked.  Extensive and regular travel around Ireland and visits to the organisation’s other offices throughout the UK will be expected.

**Special Note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed.  The job description may be subject to amendment in the light of experience and in consultation with the post holder.

Compiled by: HR Director

Date:                       January 2020

**National Director, Northern Ireland and the Republic of Ireland (SUS2840)**

**Person Specification**

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| **Criteria** | **Essential** |
| Qualifications, education and training | Educated to degree level or equivalent |
| Experience | Experience of business planning Broad significant experience of Government and national organisations  Experience of strengthening strategic relationships with key organisations and of building relationships with partners/funding bodies/politicians  Experience of line management  Experience of project management including delivery and implementation  Track record of acting as a spokesperson and presenter of Sustrans work. |
| Skills and abilities | Excellent written and verbal communications skills  Excellent interpersonal skills  Leadership skills  An ability to influence a wide range of individuals at senior level  An ability to think strategically  Track record of programme and project management  Excellent negotiation skills  Excellent presentation skills  Ability to act as a spokesperson for the organisation  Ability to produce reports, including drafting policies  Budget management skills  Self motivated with an ability to work independently |
| Knowledge | Excellent understanding of relevant organisations and political structures in Northern Ireland |
| Other | Committed to Sustrans’ vision |
| **Criteria** | **Desirable** |
| Experience | Experience in transport planning and policy work  Voluntary sector experience |
| Skills and abilities | Business development skills |
| Knowledge | Knowledge of relevant organisations and political structures  in the Republic of Ireland |