

PRIVATE & CONFIDENTIAL

## Candidate Brief



CLA (Country Land and Business Association)

Regional Director

**U0601**

**June 2021**

**Managing Director**  
Sarah Thewlis  
[sat@thewlisgraham.com](mailto:sat@thewlisgraham.com)

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## Welcome from Sarah Hendry – Director General of CLA

Dear Candidate

I am delighted that you have expressed an interest in applying to be the South East Regional Director of the CLA. We hope that you find the information useful in this candidate brief and also on our website: <https://www.cla.org.uk/>

We are looking for an innovative and enthusiastic individual with a passion for the countryside to manage the CLA South East region. The successful candidate will need to have the leadership qualities necessary to lead an experienced team, as well as the commercial experience required to manage the operations and budget of the region. The Regional Director will be required to lobby Government politicians and policy makers on key issues, while relating to a pro-active and forward-thinking membership whose organisation is committed to the positive development of the rural economy.

The Regional Director will be responsible for delivering a highly effective service for CLA membership in the Region. This includes the management of the internal and external interests of the CLA, in accordance with the CLA Corporate Plan and CLA Policy Priorities. This position carries budget holding responsibility. The South East region covers Berkshire, Buckinghamshire, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey and Sussex with the regional office in Andover, Hampshire.

If this is an opportunity that appeals to you, and you have the skills set out in the job description and key responsibilities section in this candidate brief - we would very much like to hear from you.

For a confidential conversation with Thewlis Graham Associates who are managing the process, please contact Sarah Thewlis, Managing Director on 0207 850 4781 or email [applications@thewlisgraham.com](mailto:applications@thewlisgraham.com). Sarah will be happy to discuss this opportunity with you and answer any questions you may have.

Yours sincerely,

Sarah Hendry  
Director General

## **2. About CLA**

The CLA (Country Land and Business Association) campaigns for a thriving countryside on behalf of 28,000 members and is the authoritative voice of rural land, property and business in England and Wales. We are a pro-active and forward-thinking membership-based organisation with regional offices located throughout England and Wales, including London. For more information see [www.cla.org.uk](http://www.cla.org.uk).

### **Our Mission**

The CLA exists to champion, protect and enhance the rural economy, environment and way of life.

We aspire to unlock the potential of the rural economy by promoting innovative ideas to a national audience and providing practical support to members. We do this so our members can feed the nation, create jobs and prosperity, invest in communities and protect the environment for future generations.

### **Our history**

Today, the CLA is a vibrant community of 28,000 landowners, farmers, rural business owners and professionals. In 1907, when the CLA was first founded, it was noted that landowners needed a forward-thinking organisation, determined to support its members but also act as a forward thinking and progressive voice for rural Britain. Over a century later the CLA still lives by these values.

### **Corporate Governance**

The CLA is first and foremost a membership organisation. All major decisions affecting the organisation are made by members at a national and local level.

The CLA's strength comes from the diversity of our members. We strongly encourage members with all kinds of rural businesses to participate in the running of the organisation and invite them to contact their regional office to discuss how they might contribute.

### **Branch committees**

Each county in England and Wales is covered by a branch committee dedicated to supporting the needs of members locally. Supported by the regional office, the committees give advice on key issues affecting members interests and raise matters of importance to them, which then feeds into national policymaking.

## National committees

The Policy Committee, made up of elected and appointed members, determines the CLA's approach to national policy issues.

Policy-making is underpinned by a range of national policy sub-committees. Polisi Cymru covers policy matters in Wales. The other committees are Agriculture and Land use, Taxation, Business and Rural Economy, Environment, Forestry and Woodland and Legal, Parliamentary and Property Rights.

These committees work closely with the CLA's team of policy advisers to develop and approve key policy proposals and strategies.

## Campaigns

We are involved with a lot of campaigns, you can find all the details here: <https://www.cla.org.uk/campaigns/>, however below are some we are involved in.

### Rural Crime

Half of rural business owners say that crime has a moderate or great impact on their lives. The CLA has highlighted some priority areas in need of an overhaul so that rural communities can be better protected.

- The CLA has urged all PCC's to continue funding the **National Rural Crime Network** so that research and reporting on the issue of rural crime continues.
- **Fly-Tipping** is a priority as two-thirds of farmers and landowners are targeted every year, with some targeted multiple times a month. The CLA has devised a five-point action plan to combine the efforts of farmers, landowners and rural communities with the government to eradicate this crime.
- **Education and promotion of the Countryside Code** – During 2020 and 2021, many people have reignited their love for the countryside. However, incidents of fire, criminal damage, wild camping, trespass and negative interactions with livestock are on the rise. With greater awareness and education, many of these incidents could be avoided.

You can find full details here: <https://www.cla.org.uk/campaigns/rural-crime/>

### Natural Capital Assets

The Natural Capital Committee (a government advisory body) defines natural capital as:

“elements of nature that directly or indirectly produce value or benefits to people, including ecosystems, species, freshwater, land, minerals, the air and oceans, as well as natural

processes and functions.”

When viewed from this lens, the natural environment is an asset that can be managed, as opposed to a hindrance or constraint on development. Natural capital can be valuable to a business and ought to be maximised and managed for the benefit of the business and to society.

The CLA has produced a document with full descriptions of what natural capital entails, along with case studies and guidance notes.

You can find full details here: <https://www.cla.org.uk/campaigns/natural-capital/>



### 3. The role and responsibilities of the Regional Director

**Job Title:** Director South East  
**Location:** Andover  
**Reporting to:** Director of Membership & Regions  
**Reporting staff:** Regional Surveyor  
Regional Adviser  
Press and Communications Manager  
2 x Administrative Staff  
Member Relations Manager

#### SUMMARY OF RESPONSIBILITIES

The holder of this post will be responsible for the delivering a highly effective service for the CLA membership in the Region. This includes the management of the internal and external interests of the CLA within the Region, in accordance with the CLA Corporate Plan and CLA Policy Priorities. This will require the effective management of staff, the provision of high quality support to CLA Branches and members, the promotion of members' interests and the enhancement of the influence and profile of the CLA within the Region. This position carries budget holding responsibility.

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#### Delivering Services

##### Member retention

- Ensuring the delivery of a high-quality concierge style service from the whole regional team to the membership to make sure that they all benefit from the service.
- Establish a communications and retention plan for the regional team, incorporating the new retention role, to ensure that all members are regularly contacted and kept updated on all CLA policy and lobbying successes.
- Ensure a swift response to members who have queries about their membership or policies of the Association.

##### External lobbying

- Establish and maintain effective communications with external networks such as MPs, Media, Local Government and other statutory and voluntary bodies in order to facilitate the achievement of policies and strategic objectives to further the influence and profile of the CLA.
- To contribute to the delivery of CLA Campaigns within the Region.

##### Events and Shows

- Deliver a cost-effective programme of regional business and social events for CLA members, working with the National Events and Sponsorship Manager on any national events and roadshows.



- In conjunction with the Director of Sales, identify and seek to maximise potential of the CLA presence at any shows or events attended in the region to raise profile and recruit and retain members.

### Representation

- Participate in national forums, conferences and meetings, both internally and, where requested, externally.
- To lead and co-ordinate preparation and submission of consultation responses on regional public consultations that affect CLA members.
- Contribute to national consultation responses as requested.
- Work closely with the Officers and members to facilitate the expression of views and to be responsible for ensuring that these views are taken into account by the appropriate policy making committees or individuals involved in the formulation of CLA policy.

### PR & Communications

- To lead and co-ordinate external communications to raise the CLA profile in accordance with agreed national CLA line.
- To act as CLA spokesman in the region and give radio and TV interviews as requested.
- Manage the preparation of regional member communications to include monthly Regional News pages for the Land and Business magazine, e news and other member communications.
- Ensure the regional pages of the website are relevant and up to date.

### Member Advice

- To lead and co-ordinate the supply of advice and support, both general and specific, to members, either direct or via the appropriate professional advisory departments at the London office.
- To monitor the quality control of regional advice ensuring advice given to members is accurate and provided in a timely manner in accordance with CLA applicable instructions and CLA Service Standards.

### Manage & Administer Committees

- To provide the secretariat for all Branch committees within the region.
- To ensure that accurate minutes are recorded and distributed in a timely manner and that matters of importance raised at branch committees are effectively communicated to the appropriate policy making committees or individuals involved in the formulation of CLA policy.
- To provide guidance and briefings to branch chairmen and other committee members as requested.
- To ensure annual Branch AGMs and election of branch officers and council and policy committee representatives are held in accordance with Branch rules.
- Attend CLA Council and CLA Policy Committee meetings.



## **General Management**

- To take full responsibility for the management and day to day operations of the CLA in the South East Region ensuring CLA performance is meeting the needs of local membership.

### **Developing & managing staff**

- To lead and develop the performance of the regional staff through the development of management strategies including training, performance targets and regular appraisals.

### **Financial Management**

- Participate in budget setting process and control allocated funds to achieve budget targets.
- To be innovative with ideas for income generation (over and above subscription income) and to motivate members and others to help deliver targets.

### **Legislative Compliance**

- Ensure working practices and facilities are maintained and operated in accordance with Health & Safety at Work legislation.

## **Strategic Planning**

- To contribute to the development of new member services and development of the CLA offer to members as requested.

## **Training/CPD**

### **Product Knowledge**

- Keep up to date with current issues affecting CLA members and how CLA work on the subject will benefit benefits.
- Maintain a full understanding of all CLA membership products.
- Maintain a knowledge of all CLA market segments.
- Maintain a full understanding of all CLA membership services.

### **Training**

- To undertake training as appropriate.

## Person Specification

The successful candidate will be educated to degree level or equivalent in a relevant subject and able to demonstrate:

<b>Interpersonal skills</b>	
<ul style="list-style-type: none"> <li>Ability and confidence to communicate with a diverse range of CLA members across all CLA market segments.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Ability to build rapport and gain the respect of stakeholders.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Ability to build rapport and gain the trust, respect and confidence of members.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Ability to make a compelling case both verbally and in writing.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Able to articulate arguments clearly and persuasively both verbally and in writing.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Self-motivation and an ability to work on own initiative.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Ability to lead a team and motivate staff.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Experience of public speaking and giving press interviews.</li> </ul>	Desirable
<b>Rural Knowledge and expertise</b>	
<ul style="list-style-type: none"> <li>Belief in the CLA ethos.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Demonstrate an understanding across the breadth of issues affecting rural businesses and communities.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Experience of working in the rural sector.</li> </ul>	Desirable
<ul style="list-style-type: none"> <li>The ability to be able to understand national and local government policy proposals and the impact that this will have on CLA members in all market segments.</li> </ul>	Essential
<b>IT literacy</b>	
<ul style="list-style-type: none"> <li>A good working knowledge of Microsoft Office.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>Familiarity with using Databases.</li> </ul>	Desirable
<ul style="list-style-type: none"> <li>Competent use of Email.</li> </ul>	Essential
<b>General Management</b>	
<ul style="list-style-type: none"> <li>Ability to build and manage an effective team.</li> </ul>	
<ul style="list-style-type: none"> <li>Experience as a team leader or team manager with responsibility for day to day staff management, staff appraisals and setting objectives.</li> </ul>	
<ul style="list-style-type: none"> <li>Ability to prepare a budget and manage costs within agreed budget.</li> </ul>	

#### **4. Salary and Benefits**

Salary: £65K per annum  
Car  
10% pension contribution



## 5. Timeline, Application Process and How to apply

### Timeline

Dates	Activity
w/c 14 June	Commence the search and advertising
6 July 5pm	Applications close
14, 15, 16 July	Thewlis Graham consultant interviewing of interested candidates
w/c 2 August	CLA first interviews – location see below
w/c 9 August	CLA second interviews – location see below

### Application Process

Thewlis Graham Associates will acknowledge all applications. These will be assessed against the criteria in the Role and Responsibilities section and the people who best meet these will be invited for interview with Thewlis Graham Associates COVID secure online.

Those candidates not invited to interview will be advised by email by late July.

Longlisted candidates will be advised by email. After a consultation between CLA and Thewlis Graham Associates a Shortlist will be drawn up and Shortlisted candidates invited for a first interview with the Client (online in Andover, or face to face depending on the COVID situation). Candidates invited back for the second client interview please note these will be held in either London or Andover (to be confirmed nearer the time).

### How to Apply

To apply for this role, please email in word format to [applications@thewlisgraham.com](mailto:applications@thewlisgraham.com) the following documents quoting reference **U0601**: -

1. A comprehensive CV
2. A covering letter containing:
  - A letter which fully addresses your suitability for the role and your motivation for applying
  - your current remunerations details and notice period
  - the name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)

***Please ensure that you include your mobile phone number and email address in your application. Do not hesitate to contact Claire Drummond on 020 7850 4781 if you have any queries.***

## 6. Diversity and Inclusion Monitoring

Diversity and Inclusion Monitoring is independent of the recruitment process but please do complete your diversity and inclusion monitoring form as Thewlis Graham Associates is committed to monitoring and analysing diversity information so that we can ensure that our processes are fair, transparent, promote equality of opportunity for all, and do not have an adverse impact on any particular group.

The link to this form is here: [click here](#). If you have any problems with this, please contact Tracey on: [tct@thewlisgraham.com](mailto:tct@thewlisgraham.com).

Any information provided on this form will be treated as strictly confidential and will be used for statistical purposes only. It will not be seen by anybody directly involved in the selection process. No information will be published or used in any way which allows any individual to be identified.

Thank you



## 7. Advert

### Regional Director – South East

Area covers Berkshire, Buckinghamshire, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey and Sussex. Regional office – Andover, Hampshire.

Salary - £65k per annum plus car

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The Regional Director will be responsible for delivering a highly effective service for CLA membership in the Region. This includes the management of the internal and external interests of the CLA, in accordance with the CLA Corporate Plan and CLA Policy Priorities. This position carries budget holding responsibility.

#### Responsibilities include:

- **Member Retention** - Ensuring the delivery of a high-quality concierge style service from the whole regional team to the membership to make sure that they all benefit from the service.
- **External Lobbying** - Establish and maintain effective communications with external networks such as MPs, Media, Local Government and other statutory and voluntary bodies in order to facilitate the achievement of policies and strategic objectives to further the influence and profile of the CLA.
- **Representation** - To lead and co-ordinate preparation and submission of consultation responses on regional public consultations that affect CLA members.
- **General Management** - To take full responsibility for the management and day to day operations of the CLA in the South East Region ensuring CLA performance is meeting the needs of local membership.

#### Personal Requirements include:

- Belief in the CLA ethos
- Experience of working in the rural sector
- Ability to build and manage an effective team, experience as a team leader or team manager with responsibility for day to day staff management, staff appraisals and setting objectives.
- Educated to degree level
- Good written and verbal communication skills are essential
- A land related professional qualification would be an advantage though not essential.

Full details of responsibilities and the person specification required can be found in the link below.

Please apply by visiting [www.thewlisgraham.com/assignment-briefings](http://www.thewlisgraham.com/assignment-briefings) and following the instructions in the candidate brief quoting reference U0601. The closing date is 5pm on 6 July.

T: +44 (0) 20 7850 4781 E: [enquiries@thewlisgraham.com](mailto:enquiries@thewlisgraham.com)  
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