

CHIEF EXECUTIVE OFFICER, NATIONAL MARINE PARK

Role Profile



Title	Chief Executive Officer, National Marine Park	
Reports to	Service Director, Economic Development	
Work style definition	Office based hot-desk/touch down worker	
Job type	Operational Leader	
Primary purpose of role	<ol style="list-style-type: none"> (1) To provide Inspirational and entrepreneurial leadership for the National Marine Park, ensuring strategic vision, programme excellence, audience engagement, financial resilience and equality of opportunity. (2) To develop the blue print for the National Marine Park within Plymouth Sound and to support the development of a national network of NMP's. (3) Build the NMP reputation and profile in the region, nationally and internationally, whilst playing a key city leadership role. (4) Develop a sustainable and financially resilient 10 year delivery model for the PSNMP that could be replicated nationally. (5) Maximise the economic, social and environmental benefits of being the UK's first NMP within a wider NMP network. 	
Key Accountabilities and key measures	Role Outcomes: <ul style="list-style-type: none"> • The leadership, development and co-ordination of the Plymouth Sound National Marine Park programme in the delivery of prescribed economic, environmental, communications, cultural, educational and social objectives including job creation. • The creation, development and maintenance of collaborative partnership working across the key organisations in Plymouth and surrounding area 	Role Measures <ul style="list-style-type: none"> • Develop and gain city wide support for a two year strategic vision and delivery plan for the PSNMP, and deliver against all delivery milestones. • To lead the development of a business plan for the National Marine Park aligned to the Plymouth Plan the Council's corporate plan and other strategic initiatives that influence and govern the Sound. • Demonstrate delivery against KPI – including new jobs created or

	<p>involved in the PSNMP initiative and management of Plymouth Sound.</p> <ul style="list-style-type: none"> • The development and maintenance of senior relationships within government, keys stakeholder agencies and principal commercial and NGO partners to ensure PSNMP achieves consistently high political profile and support • Development of the NMP brand and values. • Effective management of the brand and communications to ensure that the profile of the PSNMP increases positively to engage more diverse audiences , increase marine citizenship, provide narrative for partner activity and fundraising, and support the Britain’s Ocean City positioning. • Leverage the PSNMP initiative to support and inspire a positive transition to net zero • Support ‘green recovery’ where a high quality natural environment and strong economic performance thrive together. • Support inclusive engagement with marine environment, including the existing Plymouth Sound Marine Protected Area, Plymouth’s world-leading marine science 	<p>jobs secured, funding secured, carbon reduced, nature recovery and a wider range of people engaged with the NMP.</p> <ul style="list-style-type: none"> • To create, gain agreement for and deliver a creative programme that aligns with the ambitions and values of the NMP • Completion of an annual evaluation of the impact of the work in delivering against the NMP ambitions. • Development of a 10 year funded business and investment plan to ensure the sustainability of the NMP. • Raised profile of the National Marine Park with citizens, nationally and internationally that drives economic, social and environmental benefits.
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	<p>and nature recovery works. Through public engagement, increase 'marine citizenship', and embedding the NMP across the city and surrounding areas as something all Plymothians are proud of.</p> <ul style="list-style-type: none"> • Support other marine initiatives that align with the NMP to be successful, including the Heritage Horizons Programme and the Freeport. • Support and create programmes in the culture and visitor sectors relating to PSNMP to increase engagement and drive economic benefit in those sectors, whilst also driving up environmental standards. • Fundraising from public, voluntary and private sectors at local and national levels against agreed targets, whilst also developing new investment models to sustain the park in the long term. • The co-ordination and executive leadership of relevant boards and partnerships to develop and drive delivery of joint programmes and partnership initiatives. • To be the principle point of contact for PSNMP in its relationship with key stakeholders 	
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	<ul style="list-style-type: none"> Identify and test options for a new and permanent PSNMP legal entity, and implement as appropriate if agreed with Plymouth City Council and other lead stakeholders 	
Key Activities	<ul style="list-style-type: none"> Develop funding model to build a NMP team and then line management officers and/or contractors to deliver the NMP ambitions. The co-ordination of other Plymouth stakeholder staff resources allocated in support of PSNMP objectives. Work in a positive and collaborative manner with the NMP Heritage Horizons team, supporting the delivery of the National Heritage Lottery Fund funded project. Levering off capital and revenue funds already secured in the wider PSNMP initiative in order to deliver an effective fundraising strategy to meet the budget requirements for further priority PSNMP projects. The development, funding and implementation of a marketing and communications strategy to establish brand of PSNMP and transform permanently the perception of Plymouth as Britain's Ocean city. Create and oversee a PSNMP executive programme board to ensure that priority projects within all programme strands are delivered on time and to budget. 	
Essential Qualifications/Knowledge	<ul style="list-style-type: none"> Educated to degree level in a relevant subject, such as marine and maritime, community development, economic development. Experience of working within a complex partnership environment including public and private sectors Relevant management training, e.g. public speaking, financial management, income development, customer care, embedding diversity and inclusion, leadership , etc. Substantial knowledge of how to operate effectively with local authorities or central government agencies and not-for-profit charitable trusts/social enterprise models. Extensive knowledge of the marine and maritime environment, natural heritage, community development, place shaping and/or cultural sectors; Demonstrable experience and knowledge of the challenges, standards and best practice required to secure national and international funding and 	

	<p>investments and extensive knowledge of the funding landscape that could support the future resourcing of the Park.</p> <ul style="list-style-type: none"> • Extensive knowledge of the subjects needed to lead the NMP successfully within a complex environment including a busy navel and commercial port, a hub for marine recreation, a highly protected marine environment, complex marine and maritime heritage and diverse audiences.
Desirable qualifications/knowledge	<ul style="list-style-type: none"> • A relevant management qualification • A Master's degree in marine/maritime, community development or economic development. • A strong understanding of marketing and audience development. • Familiarity with Local Authorities and political environments
Essential experience	<ul style="list-style-type: none"> • Significant experience of leadership of major programmes of work • Extensive experience of leading projects in the marine and/or maritime environment. • Extensive experience in providing leadership, innovative thinking, communications, negotiations and motivation, and setting performance standards. • Extensive experience in business planning and management of significant budgets. • Extensive experience in dealing with business and political implications arising from decisions. • Proven and demonstrable success in managing client/partner relationships at a senior level. • An extensive and proven track record of securing funding from the public and private sectors • Significant experience in managing high level, complex negotiations. • Evidence of successfully leading and developing a team. • Extensive experience of dealing with the media. • Experience of balancing creative risk and ambition with sound financial management. • Demonstrable experience of preparing detailed reports and in making recommendations and presentations to senior managers and stakeholders.
Desirable experience	<ul style="list-style-type: none"> • Experience of working in a not-for-profit environment • Experience of setting of investment funds to support social and environmental outcomes. • Experience of driving new economic activity through the delivery of high quality environmental and social programmes.

<p>Essential skills</p>	<ul style="list-style-type: none"> • Problem solving skills and the ability to think laterally and to see the big picture • Ability to develop and sustain good working relationships with external organisations, elected members, government agencies, Board members, colleagues and to work as part of a team that has external as well as internal members. • Ability to evaluate risk and to make professionally-based judgements to realise what constitutes a reasonable basis and ground for progressing and concluding negotiations. • Strong, inspirational leadership skills with the ability to provide clear strategic direction and manage and motivate large groups of staff and external partners to give their best. • Effective Management skills including motivational, mediation and dispute resolution. • Developed communication skills, both verbal and written. • Exercises good commercial judgement • Confident in public speaking, chairing meetings and managing the media • Excellent inter-personal and people management skills, 'a people person' • Demonstrates integrity, energy, resilience and a high commitment to improving diversity and inclusion • Possess good IT skills and able to use a range of Microsoft Office software.
<p>Corporate Standards</p> <ul style="list-style-type: none"> • In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance. • Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitutions and its policies and procedures • Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures. • Undertake all duties with due regard to the corporate equalities policy and relevant legislation. 	