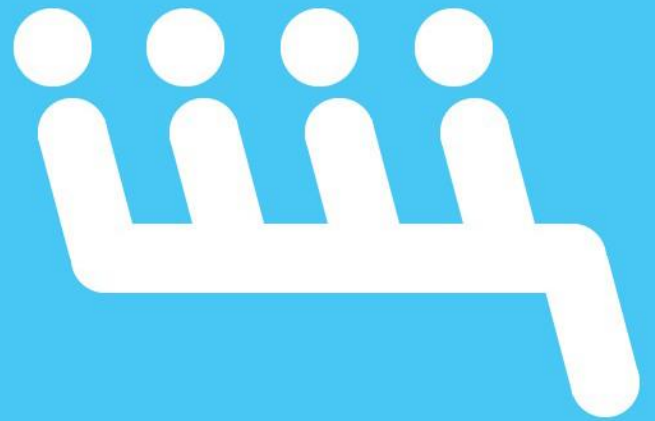


Job Description

# Chief Executive

# cpt



Dani Brown

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# HEADLINES

Role:	Chief Executive
Organisation:	Confederation of Passenger Transport (CPT)
Location:	53 Chancery Lane, London WC2A 1QS
Website:	<a href="http://www.cpt-uk.org">www.cpt-uk.org</a>
Remuneration:	Six figure salary plus benefits
Reporting to:	CPT UK Council & CPT UK President
Team:	Managing a team of twenty with three direct reports

## THE ORGANISATION

The CPT UK is a transport trade association established in 1974. Today it is recognised by Government as the voice of the bus and coach industry, and the focus for consultation on national and international legislation, local regulations, operational practices and engineering standards.

CPT members include the largest multi-national transport operators and the smallest family businesses. It protects the interests of members by working to influence, inform and enhance the reputation of the UK's bus and coach industries. The new Chief Executive will lead CPT's relationships with Government, policy makers, the media and other key stakeholders.

This strategically important appointment is key to the future success of CPT and passenger transport in the United Kingdom. The Chief Executive will perform an important role in influencing public and political confidence in the UK's bus and coach network.

"As CPT embarks on a new organisational structure to create a more agile and high profile trade body the appointment of a new Chief Executive is critical to achieving our objectives. Bus and coach operators have a diverse stakeholder base ranging from individual customers through to regional and central government. CPT will have a vital role representing its bus and coach membership as the industry adapts to a changing market place."

CPT President Martin Dean

## ROLE PURPOSE

The purpose of this role is to develop and implement a proactive, comprehensive and effective lobbying strategy that will support CPT members, to protect and develop the long term commercial future of the road passenger industry. Ensure CPT projects a clear and persuasive voice amongst its many stakeholders, allowing it to demonstrate relevance and influence on behalf of members.

# THE ROLE

## Accountabilities and Responsibilities

- Act as the 'voice of the industry' and lead engagement with decision makers, stakeholders and influencers as a persuasive advocate, serving as an effective spokesperson for the sector including through media and events.
- Set the strategy for CPT's external positioning and influencing activities and ensure its delivery, informed by member input and engagement.
- Plan and deliver effective and impactful influencing strategies which promote pro-bus and coach policies supporting strategic goals and passenger growth.
- Provide industry leadership and engagement through proactive and effective lobbying and communications strategies delivering an improved external environment for the industry.
- Deliver leadership and management control of the overall organisation.
- Work with CPT members and the Council to determine and implement the new strategic plan.
- Plan, develop and implement communications and engagement campaigns and activities focused on national and regional decision makers and stakeholders and those that influence them (such as media, think tanks, transport groups and other opinion formers).
- Lead political, policy and media engagement building strong relationships, credibility and influence with external influencers and stakeholders such as parliamentarians, local government leaders, Metro Mayors and LEAs, and across government (including beyond DfT e.g. Treasury, DEFRA, BEIS, No10, DCLG, Health, Education).
- Seek CPT UK member input and collaborate with members to align views and build consensus to support strategies and priorities, including working with members' in-house communication teams to determine and execute effective engagement strategies.
- Lead and manage the complex demands of a varied membership to secure coherent, effective and influential external positioning.
- Lead and manage development of policy positions and industry messaging, ensure they are effectively deployed to build influence and support.
- Horizon scan and manage key issues through engagement and communications strategies ensuring that opportunities are seized and risks for the sector are managed and mitigated.
- Deliver impact and results through the effective use of third parties, research and partner organisations to support priorities, including through the engagement of communications agencies.
- Build relationships across industry and with interested parties, such as suppliers, manufacturers and representative bodies to advance and deliver priorities.
- Provide leadership and manage a high performing results-driven external relations team to deliver the plans and agreed objectives.
- Provide leadership to the organisation and management via the executive team.

# THE ROLE

## **Leadership**

Set out the strategy for staff, in accordance with Council's direction and successful implementation to achieve an increased satisfaction rating from members and a 25% growth in membership by December 2021.

## **Media Relationships**

Build relationships with all branches of the media, ensuring the industry view is presented in a manner that is understood and emphasises the contribution the bus and coach industry make to the UK. Ensure that CPT have first call status from all branches of the media, for road passenger transported related topics and are frequently seen to be promoting the agenda.

## **Political Liaison**

Prominent participation with local and regional government/agencies leading the agenda where necessary, to ensure CPT seen as a dynamic body that is proactive rather than reactive, achieving the agreed CPT strategy aims both in the long and short term.

## **Member Liaison**

Actively participate at grass roots level, to ensure the mood of the membership is captured and reflected in CPT's strategy while achieving high levels of satisfaction from members. Improve member communications and engagement.

## **Communication**

Ensure first class communication and rapid response for members, stakeholders and the travelling public to position CPT as the leading transport trade body, regardless of sector or size.

## **Public Perception**

Build the case for road passenger transport, ensure the value of the industry is recognised by the public. Results required: Recognised (increasing) trend to modal shift across to bus and coach, through benchmarking analysis long term from 2019 outcomes.

## **General Executive Duties**

- Undertake any other duties and responsibilities commensurate with the level and responsibilities of the Chief Executive.
- Work in harmony with all other personnel and communicate in an open and courteous manner with colleagues and customers.
- Actively and continuously review all work-related activities and suggest areas for improvement.
- Carry out responsibilities in accordance with Company policies and procedures.

# PERSON SPECIFICATION

## **General Education**

Important: Degree level

Desirable: Masters degree in business management or MBA

## **Qualifications or training**

Important: Experience in role at this level in a similar organisation.

## **Technical Competencies**

Important:

- Strategic practitioner able to develop plans and turn them into action and outcomes.
- An effective and credible communicator with demonstrable first class political and communications skills and judgement with experience of traditional and social media.
- Track record of running effective advocacy campaigns delivering change.
- Strong knowledge of policymaking, influencing and communications with political acumen.
- Demonstrable experience of implementing influencing strategies from working either in-house, for government or political institutions, or in consultancy.

## **Behavioural Competencies**

Important:

- A self-starter with the ability to successfully manage multiple priorities.
- Collaborative and collegiate, with good relationship skills and strong external networks.
- Leadership skills to manage internal stakeholders and member relationships with the experience to effectively manage and direct a small team.

# ABOUT ELLWOOD ATFIELD

Ellwood Atfield recruits for organisations that are seeking to influence their external environments, particularly within political, policy, regulatory, and media audiences.

We are specialist head hunters within the trade association community in the UK and Brussels.

Following interviews with Ellwood Atfield, successful candidates will be invited for interview with CPT on 12 March 2019.

Please contact Dani Brown for an initial discussion and to apply for the role.



Dani Brown specialises in senior executive, board and advisory appointments. She is part of the association and membership practice at Ellwood Atfield and leads on CEO roles.

Dani has 19 years headhunting experience.

Prior to joining Ellwood Atfield Dani worked with Korn Ferry International and ran her own business.



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