

<b>Job Description</b>	
<b>JOB TITLE</b>	Regional Representative - Wales
<b>REPORTS TO</b>	Head of Regional Network
<b>LOCATION</b>	Field Based  The Rep will specifically be able to call on the help and expertise of the NRLA Cardiff Office and the Board Member with responsibility for Wales. There will be regularly scheduled team meetings involving these individuals to ensure that the Rep feels supported in their role and enable clear lines of communication.
<b>MAIN PURPOSE AND SCOPE OF JOB</b>	To contribute towards improving member engagement, retention and growth to position the NRLA as the leading landlord organisation in the Private Rented Sector. The post holder will act as an ambassador for the NRLA in their region developing community for members. This community will support, educate and provide a network for members. Their knowledge of sector will ensure that they are a trusted by the wider PRS in their region ensuring that they are the go-to point of contact
<b>DUTIES AND KEY RESPONSIBILITIES</b>	
<b>Lead, manage and develop the community for the assigned region</b>	<ul style="list-style-type: none"> <li>• Be an advocate for the regions ensuring that members feel part of a community</li> <li>• Build the community beyond the base actively seeking new members</li> <li>• Organise and deliver a series of meetings for members in the region</li> <li>• Support members through an on-going plan of development and learning utilising both NRLA developed materials, regionally specific content and guest speakers</li> </ul>
<b>Develop and deliver the regions strategy for the designated area</b>	<ul style="list-style-type: none"> <li>• Work with the HoR to constantly develop the network, create strong local communities to grow and retain the membership</li> <li>• Identify and work with appropriate stakeholders (e.g. local government and suppliers) that support the delivery of the strategy and project plan</li> <li>• Be fluent in the benefits and packages offered through membership</li> </ul>

<p><b>Work closely with Head of Regions and fellow Regional Representatives to actively support the wider member community .</b></p>	<ul style="list-style-type: none"> <li>• Ensure that activities of the regions team and network support the core strategic objectives: member engagement, retention, recruitment and running the business well</li> <li>• Actively participate in regional team meetings - exchanging best practice</li> <li>• Ensure that knowledge remains current utilising NRLA content</li> <li>• Contribute to cross organisational projects representing the regions function ensuring that specifications and ultimately deliverables improve the quality of regions experience</li> <li>• Ensure that reporting, as required by the Head of Regions, is conducted in a timely manner</li> <li>• Analyse feedback from events to ensure that constant improvements are made.</li> </ul>
<p><b>Work with colleagues to set the agenda to maximise content impact</b></p>	<ul style="list-style-type: none"> <li>• Contribute to the master calendar ensuring that the frequency and reach of meetings set is optimised for maximum impact</li> <li>• Ensure that content delivered at meetings is accessible and consistent with NRLA guidelines.</li> <li>• Facilitate the delivery of the Thought Leadership programme providing assistance to the Head of Regions and the Events Manager as required.</li> <li>• Identify member advocates and case studies that support engagement and content development</li> </ul>
<p><b>Manage and report region budget and report on expenditures; identify and report on risks</b></p>	<ul style="list-style-type: none"> <li>• Manage relevant regions budget reporting regularly to the Head of Regions</li> <li>• Identify and mitigate risks for the region - reporting to HoR</li> </ul>
<p><b>Promote NRLA membership, policies and commercial interests</b></p>	<ul style="list-style-type: none"> <li>• Keep up to date NRLA membership packages and member benefits</li> <li>• Sell membership to new members using own specific rep code.</li> </ul>

<b>Person Specification</b>	<b>Criteria</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Practical knowledge and experience of the PRS</li> </ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Ability to demonstrate leadership qualities</li> <li>• Presentation skills</li> <li>• Communication skills</li> <li>• Ability to speak Welsh would be advantageous but not essential</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Worked in a professional, friendly and confident manner</li> <li>• Experience in working to deadlines</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• IT literate: Office, Excel, Outlook, Power-Point</li> <li>• Knowledge of the PRS and key legislative issues</li> <li>• Must be familiar with the General Data Protection Regulations (GDPR)</li> </ul>
<b>Personal Attributes and other requirements</b>	<ul style="list-style-type: none"> <li>• Flexible, able to work on own initiative and part of a team</li> </ul>

<b>Job Holder Signature:</b>	<b>Date:</b>
<b>Manager Signature:</b>	<b>Date:</b>