

CANDIDATE INFORMATION PACK

Head of Strategic Land

Towcester

Presented by Joshua Robert on behalf of Berrys

About Berrys

Berrys is a people-focused property business, built on trusted relationships and a commitment to delivering the best outcomes for our clients. Property is what we do, but our clients and our team are at the heart of everything we achieve. Acting as a trusted advisor, we are ready to support at any stage, bringing together expertise and insight to help navigate challenges and unlock opportunities.

With offices across the Midlands, our site in Towcester sits in a strategically valuable part of the country from a land and development perspective, with established relationships, a respected regional brand and access to a broad network of landowners, private clients, developers, promoters and professional contacts.

We're large enough to offer a diverse range of projects and career opportunities, yet small enough to give you real autonomy. We offer the chance to build meaningful relationships and the space to grow your skills.

4

Offices across
the Midlands

6+

Specialist
services

135+

Years of
expertise

1 Team

Multi-disciplinary
collaboration

Multi-Disciplinary Service Offering

This is what makes Berrys genuinely different from a standalone planning consultancy.

The successful candidate will have access to and the ability to draw on the full breadth of the business, to serve clients in a way that few competitors can match:

- Planning & Development
- Architectural Services
- Building Surveying
- Valuation
- Heritage & Archaeology
- Engineering
- Property Agency
- Business Consultancy

This is a role for someone who can see the opportunity, shape the strategy and convert Berrys' platform into a stronger strategic land presence across Towcester and the wider region.



A Rare Opportunity

Job Title**Head of Strategic Land****Company****Berrys****Location****Towcester, with agile working available**

Berrys is looking for a commercially minded strategic land professional to lead and grow its strategic land and development consultancy presence from the Towcester office. This is a fee-generating leadership role with a clear commercial mandate from day one.

This is not a role built around inheriting a mature desk. It is not simply about servicing existing instructions or stepping into a warm pipeline. It is an opportunity for someone who can see the opportunity in the market, create a plan and deliver it.

Towcester sits in a highly relevant geography for strategic land, with access to landowners, developers, promoters and regional property networks across Northamptonshire and the surrounding area. Berrys has a respected regional name, an established office and a multi-disciplinary offer across rural surveying, valuation, planning, development and property advice. What the business needs now is a figurehead who can bring focus, energy and commercial drive.

The successful candidate will be expected to create the opportunity. There are existing relationships and internal referrals to build on, but this is fundamentally a self-starting, new-business role. The right person will set the plan, read the market, build the right relationships and turn them into instructions.

For the right individual, there's also a long-term succession opportunity here. Several senior figures in the Towcester office are approaching the later stages of their careers, and Berrys is planning ahead. This role offers the chance to become a key part of the office's future leadership, with scope to take on broader office leadership in time.

This is a chance to build your own strategic land business within Berrys, backed by the credibility, infrastructure and client network of a long-established property consultancy.



The Role

The Head of Strategic Land will be responsible for building Berrys' strategic land presence from the Towcester office, with a clear focus on new business generation, client development and fee growth. This is a fee-generating leadership role, not a delivery position.

The successful candidate will be expected to build a pipeline of work, develop client relationships, identify new opportunities and use the Berrys platform to create a stronger strategic land presence in the region. There will be support around the role, but the commercial drive must come from the individual.

The role requires someone who combines technical strategic land capability with genuine commercial instinct. They must understand how to originate work in a consultancy environment, build trust with landowners and developers, spot opportunities across the wider property lifecycle and convert relationships into instructions and fee income.

Berrys will provide the brand, systems, infrastructure, internal referral network, client base, secretarial assistance, and wider business expertise to support the successful candidate in winning business.

What You Will Be Leading

- Leading Berrys' strategic land and development consultancy presence from the Towcester office
- Building a strong regional profile for Berrys across Towcester, Northamptonshire and the surrounding areas
- Identifying, creating and converting new business opportunities with landowners, developers, promoters, agents and professional contacts
- Developing a pipeline of strategic land instructions, development agency opportunities and related consultancy work
- Using Berrys' internal network as a source of opportunity, while also building and maintaining your own external client relationships
- Providing strategic advice to landowners on land promotion, development potential, disposal strategy, planning risk, market positioning and value creation
- Working collaboratively with colleagues across rural surveying, valuation, planning, property agency and wider consultancy disciplines
- Acting as the senior figurehead for strategic land within the Towcester office
- Setting a clear business plan for growth, identifying the market opportunity and delivering against agreed objectives
- Building the foundations for future team growth as the function develops
- Contributing to the long-term succession and leadership strategy for the Towcester office

Key Highlights

- Senior strategic land role with genuine autonomy and a clear growth mandate
- Fee-generating role with autonomy to set your own commercial priorities
- Established Berrys platform, relationships and internal referral network as a springboard
- Valuable regional geography from a land and development perspective
- Opportunity to become the strategic land figurehead in Towcester
- Long-term succession opportunity, with potential for broader office leadership
- Freedom to set the strategy, build a plan and create something meaningful
- Supportive infrastructure without a rigid corporate structure

The Ideal Candidate

The successful candidate will bring strategic land expertise, commercial judgement and the ability to generate work in a consultancy environment.

Berrys is open-minded on the exact background. The right person may come from a rural surveying, development agency, strategic land, land promotion or property consultancy environment. What matters most is that they understand the strategic land market, can build trusted client relationships and know how to turn opportunity into fee income.

This is not a role for someone who wants to be handed a mature team, a fixed book of work and a narrow delivery brief. It is for someone who wants to build, lead and grow. The ideal candidate will be able to look at the Towcester market, identify where Berrys can win, create a plan and then deliver against it.

They will be credible with landowners, developers, promoters and professional contacts, confident in originating opportunities through their own relationships, while also using Berrys' internal referral network as a route to market. The ability to turn relationships into instructions is what this appointment is built around.

Consultancy experience matters. Berrys is looking for someone who understands how to generate work in a professional advisory environment. A pure residential land buying background is unlikely to be sufficient unless the individual can demonstrate strong external relationship-building, client origination and work-winning capability.

Candidate Profile

- Strong experience in strategic land, development agency, land promotion, rural property consultancy or a closely related field
- Proven ability to win work, generate fees and develop client relationships in a consultancy environment
- Commercially minded, entrepreneurial and comfortable operating with autonomy
- Able to create and deliver a business plan for growth
- Credible with landowners, developers, promoters, agents, planners and wider professional stakeholders
- Strong understanding of the strategic land process: land identification, promotion strategy, development potential, planning risk, valuation drivers and disposal routes
- Able to work with internal teams, including rural surveying, valuation, planning and property agency colleagues
- Able to act as the visible senior figurehead for Berrys in the Towcester market
- Likely operating at Associate Director, Director, Partner or equivalent level, or ready to make that step
- Professionally qualified or strongly experienced: MRICS, FAAV or equivalent, where applicable
- Full UK driving licence

Beyond the credentials, Berrys is looking for someone who:

- Has the commercial instinct to spot opportunity and make things happen
- Enjoys business development and relationship building
- Wants ownership and can build a strategic land presence from a strong but underdeveloped platform
- Is self-starting, resilient and comfortable being accountable for growth
- Values collaboration and can make the wider Berrys network work for them
- Wants to play a long-term role in the future of the Towcester office

Berrys will be flexible on title and remuneration to reflect the seniority and commercial value of the right individual.

Why Join Berrys?

There are many strategic land roles that offer a title. Very few offer the chance to build a function, shape a market and become the long-term figurehead for a strategically important office.

Berrys' Towcester office sits in a valuable geography from a land and development perspective. The business has relationships, reputation and multi-disciplinary capability, but the strategic land opportunity has not yet been fully developed. That is what makes this role different.

For the right person, this is a chance to build something with substance. You will have the freedom to create a business plan, identify the right opportunities, develop the right relationships and grow a strategic land presence that is genuinely yours.

This will appeal to someone who is already creating value elsewhere but wants more ownership, more visibility and a clearer route to influence. It will suit a strong consultant from a larger firm who wants more autonomy, or someone with regional ties who wants to return to a market where they can make a visible, lasting impact. At Berrys, the right person will not be one layer removed from the opportunity. They will be the person shaping it.

What Makes This Role Different

- A genuine chance to build and lead Berrys' strategic land presence in Towcester
- Strong regional platform with clear headroom for growth
- Valuable land and development geography across Northamptonshire and the Midlands
- New business and client development at the heart of the role
- Internal network across rural surveying, valuation, planning and property consultancy
- Opportunity to act as a senior figurehead without an immediate heavy people-management burden
- Long-term succession potential within the Towcester office
- Flexible seniority, with partner-level conversations possible for the right person
- A business where senior people have genuine influence

Berrys is not offering a narrow job description. It is offering the chance to become the strategic land presence in a geography that has the relationships, the land portfolio potential and the commercial conditions to support real growth. The candidate who takes this role will own that story.

This is the type of role where the right person can look back in three to five years and point to a function, a clientbase and a market profile they personally built.



Remuneration & Benefits

Salary will be competitive and reflective of the individual candidate's experience, seniority, client relationships and commercial value to the business.

For an exceptional candidate with a demonstrable track record of generating strategic land or development consultancy work, Berrys is open to a senior-level conversation around the overall package and role positioning.

The full remuneration package includes:

35 Days Holiday	Including bank holidays and Christmas, automatically booked
Birthday Day Off	Your birthday is yours and booked off for you
Loyalty Holiday	An extra day for every three years of service
Private Healthcare	Full cover for all employees, paid by Berrys
Health Cash Plan	BHSF bronze from day one, upgrading to silver after three years
Enhanced Pension	5% employer contribution through NEST, matching yours
Agile Working	A genuine blend of remote and office. Trust, not rules
Professional Fees	We pay your relevant professional memberships
CPD & Training	Monthly programme, bi-annual conferences, time off for training
EV & Cycle Schemes	Salary sacrifice for electric vehicles and bikes

Bonus arrangements are discretionary and will be discussed as part of the overall package conversation.

Leadership & Culture

Berrys has built its success on a culture of collaboration, trust and long-term thinking.

The leadership team is closely involved in the business and takes a hands-on approach to supporting the people within it. Ideas are welcomed at every level, decisions are made quickly, and people are given the room to lead and to grow.

Relationships sit at the centre of the business, with clients, between teams, and across offices. It is a place where people invest in each other and in the long-term success of the practice, and where that investment is recognised and rewarded.

This is particularly important for this appointment. The successful candidate will be joining a business that wants them to take ownership, shape a plan and drive growth. There will be support around them, but there will also be the space to lead.

The culture is not about rigid hierarchy. It is about relationships, credibility and contribution. For someone who wants to build a profile, develop clients and influence the future direction of an office, Berrys offers a genuinely attractive platform.

Agile Working

We believe that work is what you do, not a place you go. We want to enable you to work in the most efficient way, regardless of where and when, which is why we offer genuine flexibility without guilt.

We remain a predominantly office-based business, because we know the office offers real benefits: collaboration, social contact, and the chance to build relationships with colleagues across the practice. But we trust you to balance that with whatever life throws your way.

Whether it is picking up the children, going to the gym, or working from home when you need to focus, we are here to support you.

Mental Health & Wellbeing

All team leaders at Berrys are Mental Health First Aiders, trained by Mental Health England. The business has a comprehensive Employee Assistance Programme and a culture that genuinely puts people first. A motivated, supported team is the foundation of everything Berrys does.

Contact

For a confidential discussion about this opportunity, please contact:



JOSH POWELL

Founder & Managing
Director



07375 883974



josh.powell@joshuarobert.co.uk

60 Grosvenor St, London, W1K 3HZ