**Town centre manager Job Description**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job Title:** | | **Town Centre Manager (Brackley & Towcester)** | | |
| **Service:** | | Economic Growth & Inward Investment | **Directorate:** | Place & Economy |
| **Post No:** | |  | **Grade:** | 6 |
| **Responsible to:** | | Head of Economy Growth & Inward Investment | **Responsible for:** | N/A |
| **Key Objectives:** | | | | |
| 1 | Working closely with both Brackley Town Council and Towcester Town Council, to develop and deliver a range of projects and initiatives to improve the market towns by:   * Promoting the town centres as retail, commercial and entertainment centres. * Broaden the attractiveness of the town centres to visitors in terms of their retail mix and wider leisure and commercial appeal. * Bring about physical improvements and enhanced local services to the town centres. | | | |
| 2 | To represent West Northamptonshire Council at internal and external meetings and establish relationships with local businesses, community and voluntary organisations, being the key point of contact for them with West Northamptonshire Council. | | | |
| 3 | To lead and co-ordinate management of the infrastructure, environment and public realm for the wellbeing of the town centres. | | | |
| 4 | To manage the S106 Town Fund budget and attract external funding into the towns where appropriate. | | | |
| 5 | Work with the Economic Growth Team to promote and market the town centres for investment, business growth and increase visitors to the towns. | | | |
| 6 | Deliver the objectives as identified in the local strategies including WNC Masterplans, Economic Growth Strategy and WNC Retail Study. | | | |

|  |  |
| --- | --- |
| **Principal Duties and Responsibilities:** | |
| 1 | To support the Head of Economic Growth & Inward Investment in providing the Council with specialist advice in relation to the service area to enable senior managers and members to make informed decisions about operational and policy matters. |
| 2 | To work with Brackley Town Council and Towcester Town Council and a wide variety of partners to develop and deliver a programme of projects and initiatives to improve the market towns relating to retail, tourism, transport and community facilities and services. |
| 3 | To build relationships and improve communications with stakeholders, funders, council services and partner agencies. |
| 4 | To be aware of any potential funding sources and support and/or write funding applications for projects which will enable improvements or support cultural or other activities for the town centres. |
| 5 | Seeking and putting to best effect sponsorship opportunities for initiatives to enhance the S106 budget. |
| 6 | Gather and maintain up to date information/intelligence on the health of the town centres. |
| 7 | Facilitate business community consultation on town centre issues. |
| 8 | Identify opportunities to develop partnership projects to enhance the towns and maximize the public amenity and the appeal of the towns. |
| 9 | Co-ordination of the efforts, resources and interests of all key players in the town centres to enhance attractiveness. |
| 10 | Develop and deliver a pro-active business plan agreed and approved by all partners that will cover the needs of the town centres. To include: -   * Monitoring of agreed KPIs. * Measure footfall & retail sales trends. * Recording and reporting feedback to Town and Unitary Councils. * Recording and reporting grants and funding to Town and Unitary Councils. |
| 11 | To prepare reports for senior officers at the Council, Members, Town Councils, committees, businesses and other bodies as necessary. |
| 12 | Lead delivery of the Council’s initiative of bringing empty properties (retail & residential) back into use working with the local authority housing team, estate agents and landlords to facilitate their beneficial reuse. |

|  |  |
| --- | --- |
| 13 | Working with the local authority Economic Growth Team, shop owners and landlords to deliver a shop front improvement scheme to upgrade property frontage and ensure maintenance is undertaken on a regular basis to maintain appropriate aesthetics in keeping with town centres. |
| 14 | Prepare and lead delivery of an active marketing strategy for the town centres maximising opportunities for investment, business growth and increased visitors to the town centres. |
| 15 | Manage the production of relevant promotional materials to corporate standards and produce press releases and website updates in liaison with the town councils and local authority Communications Team. |
| 16 | Co-ordinate the crime prevention groups, monitor crime levels and co-ordinate action to reduce crime and fear of crime in the town centres in partnership with Northants Police. |
| 17 | Respond to key local town centre issues that impact upon its success, such as developing strong business and community relationships and providing quick responses to key issues that are affecting their town centre experience, including but not limited to anti-social behaviour, fly tipping, and financial challenges such as business rates, rents and access to finance. |
| 18 | Co-ordinate and manage development of safer town centres via Shopwatch and Pubwatch. |
| 19 | Undertake and assist with specific initiatives to improve and develop the attractiveness and accessibility of the town centres. |
| 20 | To encourage a higher footfall and dwell time of the shoppers into the towns via: -   * The co-ordination of the opening times of the town traders to encourage all premises are united in trading hours. * Development of extension of trading hours (i.e. Sunday, Bank Holidays & later evening trading. * To support the developing evening and night-time economy. |
| 21 | Any other duties as required within the nature of the post. |

|  |  |
| --- | --- |
| **Skills & Abilities:** | |
| 1 | Strong management and people skills with the ability to motivate and lead others to achieve successful outcomes and deal with under-performance. |
| 2 | Ability to work with a diverse range of internal and external stakeholders within the Council and in the community, resolving complex and/or conflicting issues. |
| 3 | Excellent written and oral communication skills, with the ability to influence a wide range of stakeholders and potential funders. |
| 4 | Persuasive and engaging approach; able to present complex information clearly. |
| 5 | Ability to plan strategically, identify opportunities for development of the service and promote innovation in delivery. |
| 6 | Ability to work proactively, creatively and flexibly, responding to business evidence and needs and lobbying funders and other agencies. |
| 7 | Ability to manage sensitive relationships and influence partners to deliver new/shared priorities. |
| 8 | Ability to manage a varied workload and balance priorities within the time frame available. |
| 9 | High level of analytical capability and able to take a strategic approach. |
| 10 | Political sensitivity and judgment to work with businesses and politicians. |

Duties may include attendance at evening meetings and/or work outside normal office hours.

1. **PERSON SPECIFICATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Essential** | | **Desirable** | |
| **Qualifications** | 1 | Good general standard of education. | 1 | Educated to HND/Degree level in an appropriate qualification |
| 2 | Full driving licence. |  |  |
| 3 | Evidence of continuous professional development. |  |  |
| **Experience** | 4 | Substantial experience of working with local businesses, community and voluntary organisations |  |  |
| 5 | Substantial experience of working with a wide cross section of people and developing and sustaining successful partnerships. |  |  |
| 6 | Experience of reviewing / contributing to and writing strategic documents | 2 | Experience of report writing |
| 7 | Experience of managing budgets and reporting on performance |  |  |
| 8 | Experience of managing projects, their development and delivery. |  |  |
| 9 | Experience of working with Councillors and at a senior management level |  |  |
| **Knowledge** | 10 | Knowledge and understanding of how Local Government works | 3 | Facilitating joint events/activities |
| 11 | In depth understanding of the wide-ranging needs of the local community. | 4 | Working knowledge of the District. |
| 12 | Equalities and Diversity. |  |  |
| 13 | Knowledge of the business sector including relevant national policy and funding issues. | 5 | Wider knowledge of funding streams. |
| **Skills** | 14 | IT skills – managing complex spreadsheets; word processing; presentations. |  |  |
| 15 | Good budget management and monitoring. |  |  |
| 16 | Range of marketing, promotion and public relations skills |  |  |
| 17 | Good communication skills across a range of audiences and good networker. | 6 | Negotiating skills |
| **Other requirements / circumstances / aptitudes** | 18 | Able to manage own time, priorities and work to deadlines. | 7 | Confident, diplomatic, tactful |
| 19 | Ability to self-motivate and work flexibly. |  |  |
| 20 | Must have access to own transport and be able to work evenings and weekends. |  |  |
| **Safeguarding children, young people and vulnerable adults** | 21 | Fully understands their role in the context of safeguarding children, young people and vulnerable adults. |  |  |
| 22 | Ability to form and maintain appropriate relationships and personal boundaries with children, young people and vulnerable adults. |  |  |