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JOB DESCRIPTION

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| Job Title | **Town Centre Officer** | Post Number | **CE807** |
| Grade | Grade 7 | Service Area | Economic Development |
| Special Conditions | Politically Restricted.  Required attendance to evening meetings | Additional Benefits | Casual Car User |
| Authorised by | Director of Economy and Environment | Date | November 2024 |

**Job Purpose**

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| The purpose of this role within the Council is: | To develop, manage and support the delivery of Town Centre Plans across 5x town centres.  Delivery of a wide range of projects including tourism, events, promotional activities and economic development initiatives. These will benefit residents, visitors and those working in Town Centre and its surrounding areas.  To be the principal town centre contact for the council.  The post will cover the district centres of Great Malvern, Barnards Green, Malvern Link Inc. Link Top, Tenbury Wells and Upton upon Severn. |
| Responsible for demonstrating commitment to working in line with the Councils' values | |
| Responsible for supporting the Council’s Leadership Behaviour Framework | |
| The postholder works for: | Visitor Economy and Town Centre Manager |
| The postholder manages \supervises: | There will be significant and substantial support/supervision of a wide range of contractors and partner organisations. |

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| Key Accountabilities (All accountabilities will be carried out in line with the Council’s policies, procedures and relevant regulations and legislation) | |
| 1 | To support and develop Town Traders groups across the 5x town centres. |
| 2 | To co-ordinate the delivery of Town Centre action plans based on the priorities and objectives of the Council. |
| 3 | To work strategically in partnership with internal/external organisations, businesses and the community ensuring the views of local businesses are represented. |
| 4 | To co-ordinate the implementation of projects, events and initiatives and work with other key local partnerships including local authorities, Malvern Hills District Council staff and members, community and business groups. This will involve some direct management of projects and include responsibility for achieving best value and the effective supervision of contractors and services. |
| 5 | To monitor, evaluate and report on project progress to Economy Panel and Malvern Hills District Council |
| 6 | To help the Council and other key local partnerships secure external and/or additional funding to supplement other funding streams to bring projects to fruition. |
| 7 | To manage budgets allocated to the town centres for supporting tourism and regeneration projects. |
| 8 | To develop and maintain strong business acumen within the town centre and the surrounding areas. This will involve establishing close relationships with local businesses and undertaking research and personal development to ensure a good understanding of market trends and commercial viability. |
| 9 | To represent the Council and other key local partnerships in a range of local, regional and national forums and events. |
| 10 | Work in close liaison with the Visitor Economy and Town Centre Manager in creating strong strategic content for marketing campaigns. |
| 11 | To support and work in close partnership with tourism and related businesses, sharing best practice and supporting initiatives and events nationally and internationally as set out in the Tourism Strategy. |
| 12 | To lead on or support the management and promotion of tourism and visitor events in the Town Centres and their rural hinterland. |
| 13 | To develop new initiatives aimed at increasing the profile of the district and its unique selling points in collaboration with colleagues under the leadership of the Visitor Economy and Town Centre Manager, to maintain and improve the economic impact of tourism to the local economy. |
| 14 | To engage with and support the owners of key opportunity sites and local investors, facilitate relationships between private sector partners and the Council and assist with local consultation and community engagement on regeneration proposals. |
| 15 | To support new and existing town centre events that will support additional footfall. |
| 16 | To deliver relevant business support and grants programmes to support occupancy, vibrancy and street scene enhancement |
| 17 | To respond to queries from individuals and organisations in an efficient and professional manner. |
| 18 | To maintain own professional skills and knowledge. |
| 19 | To be responsible for ensuring that the Council’s by-laws, policies and any statutory legislation relevant to the post-holder responsibilities are complied with and enforced. |
| 20 | To undertake such other duties appropriate to the post and grade as may be assigned from time to time. |

**NOTES:**

1. Duties will inevitably develop and change as the work of the Council changes to meet the needs of our customers. Employees should therefore expect periodic variations to job descriptions, and the Council retain this right. This job description will be supplemented on a regular basis by individual objectives derived from Council strategies.
2. Where an applicant or an existing employee is or becomes disabled (as defined by law) and inform the Council fully of their requirements reasonable adjustments will be made to the job description wherever possible.

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Description automatically generated KEY REQUIREMENTS

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| Qualifications (or knowledge and experience at an equivalent level) | Essential | Desirable |
| Degree level qualification or appropriate professional qualification in a relevant discipline or subject area |  | D |

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| Experience | Essential | Desirable |
| At least 2 years principal local government or equivalent experience in a relevant function e.g. economic development, tourism and/or marketing. | E |  |
| Proven experience of partnership working and delivering joint projects. | E |  |
| Demonstratable leadership skills and experience of managing relationships with stakeholders with diverse and potentially conflicting interests. | E |  |
| Track record of contributing strategically to organisations’ performance. | E |  |
| Involvement with Elected Members at a local level. | E |  |
| Experience of organising or running public events |  | D |
| Has developed a strong culture that is focused on customer requirements and shows demonstrable performance management experience. |  | D |
| Demonstration of the qualities required to be a leader to motivate and inspire various stakeholders, partners and committed individuals. |  | D |

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| Skills Required | Essential | Desirable |
| Ability to travel throughout the district. | E |  |
| Ability to develop and motivate a diverse group of stakeholders and a diverse range of projects. | E |  |
| Ability to communicate effectively with colleagues, members, staff and customers both verbally and in writing. | E |  |
| Ability to work as part of a team as well as on own initiative. | E |  |
| Proven ability to maintain/operate budgetary control. | E |  |
| Understand and sensitivity to community leadership issues and willingness to participate and lead on partnership/community focused initiatives on behalf of Council. | E |  |
| Ability to maintain up to date knowledge of technical and other developments. |  | D |
| Ability to handle sensitive policy areas. |  | D |

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| Behaviours | Essential | Desirable |
| Available to attend evening and weekend meetings and events such as Traders, Town Council, Stakeholder and other meetings relevant to the post | E |  |
| Innovative and pro-active approach to recognising and solving problems. | E |  |
| Political sensitivity. | E |  |
| Willingness to act cooperatively and proactively with colleagues in relation to cross-cutting issues. | E |  |

Note: Applicants who are disabled (as defined by law) will be guaranteed an interview if they meet the essential criteria provided that this information is noted under the relevant section of the application form.

Role Appendix

BREAKDOWN OF AREAS OF RESPONSIBILITY (To be read in conjunction with Job Description)

# General

* To manage and be responsible for budgets and funding allocated to relevant projects or Council objectives
* To maintain and foster good working relationships with Government bodies, other local authorities, members of the public and other corporate and voluntary organisations and internally.
* To ensure the Council works in partnership and effectively with local businesses and all other relevant agencies and bodies.
* To help maximise external funding opportunities for the Council, partners, community groups, businesses and the wider community.
* To develop and maintain contact between the Council and key local businesses, landowners and stakeholders.
* To ensure the Tourism and Town Centre Manager is provided with regular briefings and reports on the activities and in particular that they are kept informed of all major opportunities and initiatives.