

## **WOODLEY TOWN COUNCIL**

### **TOWN CENTRE MANAGER – JOB DESCRIPTION**

<b>Salary Scale</b>	scp 32 – 34 of the Local Government NJC pay scales (£29,055 - £30,756 pro rata - pay award pending) plus annual bonus based on income from commercial activities.
<b>Responsible to</b>	The Town Clerk
<b>Responsible for</b>	Market Manager and Car Boot Organiser
<b>Hours</b>	30 hours a week – to be worked flexibly and to include evening and weekend working as appropriate
<b>Key responsibility</b>	To act as the principal officer supporting and advising the Woodley Town Centre Management Initiative, which is a partnership of Wokingham Borough and Woodley Town councils, traders, the police, residents and schools, to promote the vitality and viability of the town centre in Woodley.

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#### **Key Duties**

- 1 To work with and coordinate the efforts, resources and interests of all stakeholders, including traders, local authorities, local community groups, the police and residents to promote and enhance Woodley town centre.
- 2 To provide administrative support to TCMI meetings (Management Committee, Executive Sub Committee), including preparation and circulation of agendas and minutes and reports on matters for decision.
- 3 To provide advice and support to the Town Centre Management Initiative Committee and Executive Committee.
- 4 To produce reports of an operational or (where appropriate) technical nature in consultation with various partners and under the direction of the Chairman of the Management Committee.
- 5 To be responsible for the management and monitoring of the TCMI budget, including reporting any exceptional expenditure to the Executive Committee, and to maintain income and expenditure and other financial records and prepare the annual accounts for auditing.
- 6 To lead or assist in the development and implementation of specific projects, events and promotions, initiated or supported by the TCMI, seeking sponsorship where appropriate, and to organise and develop the annual events programme.
- 7 To promote the public perception of the town centre as a preferred place to shop, visit, invest and do business in. Including proactive media coverage and responsibility for an up to date website and the use of social media, where appropriate.

- 8 To develop and manage the TCMI's commercial and income generating activities, including markets, events, promotional stalls and to liaise and advise on activities in the town centre that bring an income to the TCMI.
- 9 To assist or become involved in liaison with landlords, potential businesses and developers to seek to attract new traders to the centre where the type of business will complement and add to the viability of the town centre.
- 10 To gather feedback to ascertain community needs and monitor the performance of the TCMI's activities.
- 11 To be responsible for providing information to the public on TCMI activities and to act as a point of contact for local organisations, individuals and companies to encourage them to work with the TCMI on various projects.
- 12 To carry out any other duties consistent with the grade and scope of the post.
- 13 To carry out all duties ensuring the health and safety of resources within the post holder's responsibility and ensure that personal responsibilities of Health and Safety, as laid down in law and guidelines, are followed.

## **TOWN CENTRE MANAGER - PERSON SPECIFICATION**

The Town Centre Manager will need to have:

### **Knowledge and experience:**

Knowledge of marketing, promotion and public relations; experience of a variety of marketing approaches, including social media, content marketing and events.

Experience of financial management, planning and control.

Knowledge of how businesses work including an understanding of retailing.

Experience of negotiating and influencing at a management level.

Knowledge and experience of managing projects and events.

Knowledge of meeting procedures and experience of providing administrative support to decision making bodies.

Experience of managing employees.

Managing a demanding workload and a variety of tasks.

Knowledge of Health and Safety legislation.

Knowledge and experience of using computer software including Microsoft Word and Excel and web management programmes.

### **Skills:**

Well developed interpersonal and team player skills.

Good self motivation and able to work on own initiative.