



PLYMOUTH CITY CENTRE COMPANY

JOB DESCRIPTION

Job Title: Retail Manager
Salary : To £40,000 (based on Experience)
Responsible To: Managing Director, Plymouth City Centre Company

JOB PURPOSE

To develop and promote Plymouth City Centre's retail offer creating new opportunities to drive footfall and improve the shopping experience. To be responsible for developing and managing Plymouth City Centre Company's marketing and events to attract new shoppers and visitors. To ensure effective communication and engagement with the City Centre's 600 retail businesses including the use of new media. To promote the Business Improvement District and work to secure its renewal. To assist the Managing Director and the City Centre Team in the wider management of the City Centre. To develop strong relationships with external partners including the City Council. Landlords and the Police.

MAIN RESPONSIBILITIES AND ACTIVITIES

1. To assist in the development and delivery of the City Centre Company annual business plan.
2. To be responsible for all City Centre marketing activity agreeing an annual regional marketing plan with the Board. To produce and edit all publications and brochures.
3. To be responsible for the planning and delivery of an annual City Centre events calendar including Flavour Fest and Christmas activity. To create new innovative events capable of driving footfall into the City Centre and increasing retail sales.
4. To act as the 'responsible officer' for all City Centre events with weekend working when required. To ensure that all City Centre events are managed in accordance with health and safety legislation and present a positive image of the City Centre Company.
5. To undertake the role of 'Live Site Co-ordinator' for the Olympic big screen developing an annual program of activity in consultation with the screen strategy group and BBC content manager.



6. To develop the marketing and events program for the Independent Quarter working with businesses to develop promotional activity.
7. To assist the Managing Director in the development of the Plymouth Summer Festival working with the Board of Directors
8. To administer and drive attendance at all City Centre retail meetings including the Retail Forum and Independent Retailers Meeting. To arrange for speakers to attend retail events as appropriate.
9. To develop an effective communication strategy engaging with all City Centre businesses. To implement a rolling series of one to one retail visits to better understand retail issues and offer solutions to business problems. To introduce a system of regular electronic communication. To initiate positive contact with business occupiers, and to promote involvement and membership of the Company.
10. To develop and manage the City Centre website ensuring content is relevant and updated frequently.
11. Ensure the BID database is kept fully up-to-date, with local & national (voter) business contacts, by advising of any changes to the BID Admin Secretary.
12. To attend meetings, presentations and exhibitions, to represent the BID in a businesslike manner at all times. To deal with retail complaints promptly and efficiently.
13. Organise the annual BID Ambassadors Conferences that is attended by all key stakeholders, helping establish and review an agreed BID Business Plan for 2010-15.
14. Advise all users and stakeholders how to access relevant council and other agency services, acting as a link between users and providers. To establish strong links with the City Council's transport, car parking and street services teams.
15. Liaise with appropriate agencies to ensure retailers and other commercial interests receive quality business advice and support
16. To develop and administer new and existing City Centre income streams, entrepreneurial initiatives and events. To raise sponsorship for City Centre initiatives on behalf of the team. To manage relevant budgets adhering to financial regulations as appropriate.
17. To undertake project management, procurement and contract management as appropriate.



18. To undertake line management responsibility for the City Centre Marketing Assistant, setting a clear work program, ensuring personal development and monitoring performance.
19. To help collate and monitor retail KPIs including city centre footfall, retail sales and transport usage.
20. To deliver initiatives or projects as required by the Managing Director. To procure and project manage capital projects as identified in the business plan.
21. The post holder is responsible for his/her own health and safety and for adherence to the company's Health and Safety policy ensuring that the company's Health and Safety policy is enforced within all areas of responsibility ensuring that safe working practice is enforced

PERSON SPECIFICATION

POST: Plymouth City Centre Company - Retail Manager

	ESSENTIAL	DESIRABLE
EXPERIENCE & JOB KNOWLEDGE	<ul style="list-style-type: none"> • Three years retail or related experience at a management level • Experience of town centre management initiatives • Experience of writing marketing and business plans and managing large campaigns • Experience of managing large scale events • Strong income generation and fundraising skills • Awareness of health and safety legislation 	<ul style="list-style-type: none"> • Experience of BIDs • Experience or working with the SME sector • Raising sponsorship
JOB RELATED ABILITIES	<ul style="list-style-type: none"> • Excellent communication skills • Strong presentational skills and experience of chairing large meetings • Experience of line management • Experience of working with large budgets 	<ul style="list-style-type: none"> • Competence in PowerPoint, Excel and desktop publishing software.
QUALIFICATIONS	<ul style="list-style-type: none"> • Educated to degree level or similar 	<ul style="list-style-type: none"> • Marketing qualification