

We have been awarded significant government help to tackle two pockets of social deprivation on the Essex coast. With four years to do it in, this massive challenge gives you the chance to impact right from the start, in a brand new team with a radical neighbourhood management programme.

Town Centre Manager

up to £35,772 pa
(fixed term contract to 31 March 2009)

An exciting opportunity has arisen to improve the environment and increase trade within Clacton Town Centre. In a key role within the business and community partnership programme, you will use your wealth of knowledge and experience in town centre management to make a change. Creative, communicative and driven to deliver projects on schedule, you will be educated to degree level and have a proven track record in this area. Generous benefits package available.

To apply, visit www.tendringdc.gov.uk or call 01255 686337, minicom 01255 475566.

Closing date: 13th November 2006.

The Council is an equal opportunities employer.



Sweet.

TENDRING DISTRICT COUNCIL

JOB DESCRIPTION

Service Regeneration, Planning and Community Services

Job Title: Town Centre Manager – Clacton Town Centre

Post No:

Grade: 10 - 4 point scale range (£33,315 - £35,772)

Contract Term: Fixed Term post to 31 March 2009

Reports to: Executive Manager – Planning, Management and Control

1. JOB PURPOSE

To work with the 'Interaction' Neighbourhood Management Board & key stakeholders to deliver town centre improvements to Clacton Town Centre.

To oversee preparation and implementation of the area action plan for Clacton town centre, to improve and develop the centre as a vibrant and attractive location for shopping, leisure, work and living, ensuring co-ordination and quality from key service providers, responding to users' needs.

- To act as the voice of the Council to businesses in the Town Centre and act as the voice of businesses within the Council
- Encourage physical improvements and the effective provision of local services.
- Promote Clacton Town Centre as a retail, commercial and entertainment centre
- Broaden the town's attractiveness to the visitor in terms of its retail mix and its wider leisure appeal
- Improve business performance including the adoption of enhanced customer services, facilities and practices
- Monitor and manage the annual town centre management plan

2. JOB ACTIVITIES

Project Management

Lead on the co-ordination of the area action plan for Clacton Town Centre, including the identification of the necessary core and project funding from the private and public sectors.

Provide a focus for co-ordination of the various initiatives set out in the area plan by monitoring their progress, ensuring adequate liaison between the interests involved and seeking to resolve problems by bringing in necessary expertise when required.

To make and maintain contacts with the significant commercial and other interests in Clacton Town Centre to ascertain their role, concerns and aspirations, involve them in the development and implementation of the Town Centre Area Plan, provide a channel of information to them and stimulate dialogue about town centre issues.

Service Co-ordination

Co-ordinate the efforts resources and interests of all stakeholders to enhance the attractiveness of the town centre and in particular to ensure the implementation and co-ordination of improvement schemes and programmes for this area.

Develop and maintain close liaison with leading officers within the Council, the Police, transport authorities and other agencies to ensure that high service standards are maintained and that issues and concerns are raised and addressed.

To represent and act on behalf of the Council within the Town Centre advising the Interaction Board and its sub groups on policy, projects, issues and programmes.

Partnership Development

Foster and develop relationships between businesses, the Chamber of Trade, the Council, residents and other town centre interests.

Work alongside training and development agencies, such as Business Link for Essex, the LSC, and Colchester Institute, to ensure retailers and other commercial interests receive quality advice and support.

Work with the Neighbourhood Manager in development and training of the 'Interaction' Board who will act as the steering group for the town centre management initiative. To be responsible to the Neighbourhood Manager for development of an effective network of partners for the town centre. Develop and maintain close liaison with businesses and potential developers within the town centre ensuring that concerns and issues are raised, and that business representation is maintained on the Interaction Board.

To maintain a continuing dialogue with the Neighbourhood Manager and their teams, pursuing opportunities for joint working where appropriate.

Monitoring and Evaluation

Maintain and develop good intelligence over the financial performance of the town centre, relative to its competitors. To be aware of new opportunities and threats to the town centre and to identify and plan for these.

Maintain continual awareness of standards of appearance, cleanliness, maintenance and security within the town centre. To work closely with the Tendring District Council community safety partnership with a view to maintaining and developing ongoing relationships with the Police. To liaise with service providers and statutory undertakers in order to instigate and co-ordinate appropriate responses to issues as they arise.

Pursue a programme of continual assessment of:

- the performance of Clacton Town Centre against defined key performance indicators
- the relative performance of other shopping centres which may compete with Clacton
- the implications for Clacton Town Centre of future changes in social and economic conditions nationally and locally
- customer and visitor opinion about and aspirations for Clacton Town Centre

Be aware of funding sources and prepare funding bids for particular projects as opportunities arise and to be responsible for project managing particular bids, also looking to the longer term sustainability of the town centre management function via routes such as a Business Improvement District.

3. CORPORATE RESPONSIBILITIES

- To contribute to high quality management standards and best practice, reflecting the values of the Council and providing through positive example a clear sense of direction and purpose.
- To achieve good performance on relevant performance indicators and ensure that all team members understand the aims and objectives of the project, and are able to maximise potential and achievement.
- Ensure proper application of team management and communication and the promotion/application of the Council's policies including Equal Opportunities and Diversity, Grievance, Discipline and Harassment and that the legal obligations imposed under the Crime & Disorder Act 1998 are met.
- To ensure compliance with the Council's Health and Safety Policy and associated procedures including Stress and Lone Working in respect of self and staff reporting to them.
- Lead, advise and support complex and politically sensitive issues affecting the Council.

4. SPECIAL CONDITIONS

- This post is politically restricted within the meaning of the Local Government and Housing Act 1998.
- The post holder will be required to attend evening meetings, work all reasonable hours to ensure deadlines are met and attend out of hours emergencies in connection with any function undertaken by the Council.

- Fundamental to the responsibilities of this post is the ability to respond flexibly, positively and successfully to the ever changing pressures associated with the project, adopting professional techniques and good practice at all times.
- The above duties may involve having access to information of a confidential nature, which may be covered by the Data Protection Act/Freedom of Information Act – Council Policies in respect of confidentiality and storage must be followed at all times.

This job description is a guide to the duties the postholder will be expected to undertake. It is not required to be exhaustive or exclusive and will be changed as working requirements dictate.

CRITICAL COMPETENCIES

EDUCATION/QUALIFICATIONS/KNOWLEDGE

- a) Educated to degree level or equivalent with evidence of continued professional development.
- b) Comprehensive understanding of local service delivery and issues affecting deprived/excluded communities.
- c) Proven experience of working with the public and private sectors and the local community to ensure that positive outcomes are delivered within communities.
- d) Knowledge of how town centres work such as factors that impact on the vitality and vibrancy of a town, and the roles of critical interest groups.
- e) Knowledge about how businesses operate, and especially an understanding of the retail sector.
- f) Two years of experience at management level, managing a diverse workload and delivering a variety of tasks, adapting quickly to fit changing circumstances.
- g) Knowledge of marketing, promotion and public relations.
- h) Experience of recognising and dealing with the different goals, motivations and objectives of different stakeholders.
- i) Good standard of IT skills, to include use of email, database, word processing and spreadsheets as well as presentation software.
- j) Able to work outside of normal working hours – such as the occasional weekend, and two evening meetings per month

OTHER COMPETENCIES

1. CORPORATE DEVELOPMENT

Able to deliver on corporate objectives and contribute to the formulation of relevant strategies and policies, and service delivery as a whole.

Understanding of the political environment. Politically sensitive and able to establish credibility and work effectively with politicians.

2. PROJECT MANAGEMENT AND TEAM LEADERSHIP

An excellent negotiator with the ability to lead and motivate groups of people and team members.

Ability to translate strategies from partner agencies and identify innovative ways to influence their policy and service delivery to make them more responsive to local needs.

Able to resolve conflict successfully

Effectiveness in leading, motivating and developing people, winning their support and commitment. Can manage a team in such a way as to deliver excellence and high performance.

Able to devise creative and innovative solutions in liaison with representatives from a number of different agencies and the community.

Able to manage efficiently and effectively within any predetermined parameters, including resources and time scales.

3. COMMUNICATION

An excellent communicator both written and orally, with the ability to speak articulately and confidently to a wide range of audiences.

Able to negotiate, influence, engage and motivate.

Able to communicate and negotiate effectively to achieve project objectives

4. RESOURCE MANAGEMENT

Able to ensure the most efficient and effective use of financial, physical and staff resources in accordance with Council policies and procedures and the principles of Investors in People.

Knowledge of proper procurement, financial control and contracting procedures.

The full definition of the competencies required are set out In the Managing and Developing Personal Performance (MDPP) Guidance Manual on pages 20 – 28.