



**CITY CENTRE MANAGER**  
**SALARY UP TO £35,000 plus performance related bonus**

Sunderland is a City on the up. Set right on the coast of North East England, the City is driving forward its aspirations for the future as it aims to become one of the best places to live in the UK. Sunderland is building an image for itself, an image that reflects its green environment, its light and airy location by the sea, its technological revolution and its smarter attitude to City living. The City Centre is a major part of Sunderland's forward momentum, developing rapidly as the pace of regeneration accelerates.

New investment is bringing life back into the historic streets of the City Centre, where the retail offering combines top high street names in the Bridges Shopping Centre with characterful terraces of independent shops and boutiques. Nightlife is also on the up, with new bars and restaurants opening to cater for all tastes and the City's enviable cultural attractions play a major part in attracting visitors from across the region.

To help drive business growth Sunderland is looking for a motivated and dynamic City Centre Manager who will work with City Centre partners to broaden what the City Centre has to offer, improve access and safety, increase footfall and raise the profile of the City's cultural, retail and other attractions.

We are looking for someone who is creative with excellent team building and communication skills with the drive and determination to play a major part in the implementation of the city's new image strategy and to work at the centre of a partnership team to achieve City Centre objectives. Located within the business community, the City Centre Manager will be able to draw upon significant budgets and full administrative and support services to promote action on key priorities.

The closing date for applications is Friday 8<sup>th</sup> December 2006

Interviews will be held early January 2007

For an application pack, please contact our HR Department at [www.necc.co.uk](http://www.necc.co.uk) or e-mail [HR@necc.co.uk](mailto:HR@necc.co.uk) or telephone (0191) 386 1133.

## **Job Description**

<b>Job Title:</b>	Sunderland City Centre Manager
<b>Salary Range:</b>	£35,000 plus performance related bonus
<b>Employer:</b>	North East Chamber of Commerce
<b>Responsible to:</b>	Sunderland City Centre Management Steering Group which is a sub-group of Sunderland City Centre Partnership

### **Main Objectives**

The City Centre Manager will co-ordinate a partnership team comprising decision makers from the Police, the Planning Authority, Streetscene Management and City Centre Marketing interests to promote and co-ordinate initiatives which:

- Increase footfall and spend and improve visitor experience in the City Centre.
- Improve consultation, communication and networking between key City Centre interests.
- Improve the City Centre's vibrancy and competitive offer within the region.

### **Priorities**

Sunderland City Centre Management Steering Group has identified the following key priorities for achieving its overall objective of increasing footfall and improving visitor experience in Sunderland City Centre.

- 1. Increase Footfall and Improve Visitor Experience in the City Centre.**
  - (i) In conjunction with the business community and other partners across all sectors, City Council, promote development of new events, attractions and other initiatives to increase footfall within the City Centre.
  - (ii) Improve destination management for visitors to the City Centre.
  - (iii) Identify opportunities to maximise the footfall benefits of existing events and attractions within the City Centre.
  - (iv) Develop the City Centre Business Plan which focuses principally upon the need to increase footfall in the City Centre.
  - (v) Work within the context of the City's image strategy to co-ordinate marketing and promotion of the City Centre within the City, region and wider.
  - (vi) Represent the City Centre Management Steering Group and its priorities on other relevant partnerships, bodies and events.

## **2. Improve Consultation, Communication and Networking on key City Centre Initiatives**

- (i) Provide direct support to the City Centre Management Steering Group and co-ordinate the activity of working groups or the equivalent established to support action on key priorities.
- (ii) Ensure that communication between all key City Centre interests, service providers and other relevant parties on City Centre management priorities is effective.
- (iii) Act as a focal point for media management in conjunction with the City Council Corporate Communication's Team on matters relating to the City Centre.
- (iv) Improve the knowledge and evidence base for action on City Centre Management priorities through commissioning of baseline research, consultation with key interests and other means.
- (v) Maintain an awareness of wider policy and practice on City Centre Management priorities.
- (vi) Influence the development of policy, initiatives and actions which impact on City Centre Management priorities.

## **3. Act on other City Centre Management Priorities**

- (i) Co-ordinate partners involved in the delivery of services for the City Centre in support of City Centre Management priorities as defined in the Main Objectives of the Job.
- (ii) Identify and act upon appropriate opportunities to raise income to support action on City Centre Management Priorities.
- (iii) Support an options review exercise including research of the potential for a Business Improvement District.
- (iv) Co-ordinate monitoring and evaluation of activity in support of City Centre Management priorities.
- (v) Manage and supervise any staff seconded to or employed by the City Centre Management Initiative.
- (vi) The postholder will also undertake any other duties which may reasonably be required by the City Centre Management Steering Group.

A key part of the job role is to identify priorities for future action and to reflect these in a continuously update Business Plan and performance framework.

PHS 19.09.06

## PERSON SPECIFICATION: Sunderland City Centre Manager

### Essential Requirements:

### Method of Assessment

Essential Requirements:	Method of Assessment
<b>Personal Skills</b> The postholder will be expected to:	
<ul style="list-style-type: none"><li>• Demonstrate well developed relationship management skills and experience</li></ul>	Application form/Psychometric Test/Interview
<ul style="list-style-type: none"><li>• Possess excellent presentation, communication and networking skills practised in a wide range of circumstances and with a wide variety of audiences. These must include the ability to develop clear and focussed reports and other documentation.</li></ul>	Application form/Psychometric Test/Interview
<ul style="list-style-type: none"><li>• Demonstrate well-developed managerial skills.</li></ul>	Application form/Psychometric Test/Interview
<ul style="list-style-type: none"><li>• Demonstrate experience of a co-ordinating a range of partner organisations in pursuit of common objectives.</li></ul>	Application form/Interview
<ul style="list-style-type: none"><li>• Demonstrate well-developed negotiation, persuasion and inter-personal skills.</li></ul>	Application form/Psychometric Test/Interview
<ul style="list-style-type: none"><li>• Demonstrate the ability to solve complex problems creatively and constructively displaying sound judgement.</li></ul>	Application form/Psychometric Test/Interview
<ul style="list-style-type: none"><li>• Possess initiative, self-drive and able to adapt a proactive approach to issue resolution or the capturing of opportunities.</li></ul>	Application form/Psychometric Test/Interview

**Desirable Requirements:****Method of Assessment**

<b>Experience and Knowledge</b>	<p>In order to carry out duties effectively the post holder will require:</p> <ul style="list-style-type: none"><li>• A broad appreciation of City Centre dynamics e.g. day-to-day issues and opportunities facing City centres and their successful operation.</li><li>• Experience of developing and delivering marketing and promotional initiatives and of managing media interest in high profile situations..</li><li>• Experience of performance management and/or business planning.</li><li>• Experience of budget management and reporting.</li></ul>	<p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p>
<b>Education and Training Attainments</b>	<ul style="list-style-type: none"><li>• Relevant professional, managerial or equivalent qualification.</li></ul>	<p>Application form</p>
<b>Work Related Circumstances</b>	<ul style="list-style-type: none"><li>• The post will involve frequent travel around the City. Travel to visits, seminars and other events around the country, although much less frequent, will also be a feature of the job.</li><li>• The post will also involve attendance at selected evening meetings and, occasionally, events held at weekends.</li></ul>	<p>Application form/Interview</p>

**Please try to show on your application form whether or not you meet these requirements, giving brief details of practical examples wherever appropriate.**