

## Job Description

<b>Post title:</b>	Town Centre Officer
<b>Service Unit:</b>	Economic Development team
<b>Responsible to:</b>	Tourism and Business Partnership Manager (line manager) Chair of the Town Centre Management Group

This post is part-funded by Guildford Borough Council and by funds raised annually from town centre businesses.

### Overall Purpose:

Under the banner of **Promoting Guildford**, the job has three key overall purposes:

- Working with key stakeholders to maximise Guildford's potential and profile as a quality retail and visitor destination and business and residential location
- To lead, facilitate and co-ordinate the development and implementation of proactive strategies to deliver a healthy and sustainable town centre economy
- To provide a single point of contact for town centre issues for local retailers, evening economy and professional businesses and town centre residents.

### Roles and Responsibilities:

#### Strategic service delivery

- With partners to develop, implement, monitor and regularly review a strategic business plan and an annually updated action plan to meet the objectives of Guildford Town Centre Management
- lead on and facilitate delivery of outcomes identified in the town centre management action plan and work in partnership with local groups and agencies to help progress cross-cutting issues
- progress work to develop the option for an independent TCM company, limited by guarantee and help investigate schemes to generate funding for improvements such as a Business Improvement District Scheme (BIDS)
- manage the impact of future new developments in the town by influencing parking strategies, highlighting planning issues and developing positive communication and marketing campaigns.

- working with the Tourism and Business Partnership Team, contribute to the development of the Council's Tourism and Business Strategies and Marketing Plans
- liaise with and be the contact for senior officers, members and teams across the council on Guildford Town Centre Management Group (GTCMG) issues and other related projects
- contribute to budget setting for Town Centre Management activities and with the Tourism and Business Partnership Manager and GTCMG Chair manage the TCM budget to ensure that service provision meets identified needs and priorities
- in association with the Tourism and Business Partnership Manager and GTCMG Chair, implement a performance management framework for TCM activities to ensure effective service delivery, highlight and exploit development opportunities and demonstrate outcome and achievement in measurable terms
- develop and maintain an effective information resource and business database for TCM
- attend internal and external meetings as required in connection with the duties of the post

### **Partnership working**

- proactively strengthen the stakeholder base for GTCMG in Guildford, securing external funding and in-kind contributions to support GTCMG activities
- support and develop the Guildford Town Centre Management Group, and report to its meetings on a regular basis making appropriate recommendations on town centre initiatives including:
  - a. new initiatives to facilitate promotion and enhancement of the town centre
  - b. support and financial commitment secured from the private sector
  - c. monitoring and performance of objectives and targets set by the annual GTCMG action plan
  - d. identification of issues and proposals for inclusion in annual reviews of the action plan
- provide an advice service and single point of contact for town centre matters ranging from environmental issues, street collections and street entertainment to access and assisting with filming permissions, local development issues and retail enquiries and liaise with bodies already set up to monitor and implement cleanliness, recycling and security in the town. This will include working closely with the Licensing team and the Police.
- explore and develop joint initiatives with partners to add value and achieve recognition for the retail and hospitality sectors within the wider local economy
- work in partnership with the Tourism and Business Partnership Team and the local tourism industry toward raising the standards of service provision in town centre establishments
- work with partners, including Licensing team and Police, to provide a co-ordinated approach to the development of a vibrant, safe and attractive early evening into night-time economy in Guildford.

### **Marketing and promotion**

- develop, implement and regularly review an annual marketing plan for the town centre which promotes Guildford as a high quality location in which to live, work and visit to key target audiences (residents, visitors, students, workers)
- undertake and commission market research on local town centre trends (retail; transportation etc) and to research and respond to national and regional trends in town centre management and the wider economy. Collect and report on appropriate statistical information as required.
- be proactive with regular positive communication to key target audiences (including the media) to keep them updated on developments, leisure and retail opportunities and access and safety issues and promote understanding between all sectors of the town centre community (retailers, businesses, voluntary groups and residents) and the Council
- organise and manage the Guildford Christmas campaign and establish new and existing festivals, markets and other events
- support the Tourism and Business Partnership Manager in the delivery of a high quality information/advice service for visitors and local businesses including management of:
  - the town centre management web site
  - targeted marketing activities and information campaignsand contributing to the development of town centre signage
- ensure that the characteristics and value of the town centre economy and environment are communicated to and understood within the Council

**This is a politically restricted post.**

### **Work Base**

The Guildford TCM Group rents office space in the Tourist Information Centre and the Town Centre Manager is currently based there but this may be subject to change.

## **Person Specification**

### **Qualifications**

#### ***Essential***

Relevant experience in business, particularly retail or restaurant trade.

#### ***Desirable***

Experience in working within local government

### **Knowledge and Experience**

#### ***Essential***

- At least two years' experience in town centre management, or business partnership working or a related field with a clear record of delivery on targets and objectives.
- Detailed knowledge of the dynamics of a town centre e.g. factors impacting on the vitality of a town, critical interest groups, and wider economic development in general including strategy formulation
- Experience of fundraising/sponsorship
- Understanding of principles of sustainable development and of local business needs/role of local authority in supporting business
- Experience of successful internal and external partnership and multi-agency working
- Understanding of market research and promotion (production of mailshots, brochures, website material, event management and press liaison)
- Experience and knowledge of project management
- Chairing and leading meetings
- Budget management

#### ***Desirable***

- Commercial sector experience
- Brand management
- Knowledge of tourism
- Knowledge of property and planning issues

### **Aptitude and Skills**

#### ***Essential***

- Excellent verbal and written communication skills and presentation skills
- Able to work well with councillors, senior officers and representatives from the local business community and understand different agendas
- Excellent influencing, negotiating, persuading and advocacy skills
- Develop projects in partnership with other organisations from initial ideas to final implementation
- Able to successfully analyse issues and situations and provide practical and creative solutions
- Deal with heavy workloads and prioritise quickly and effectively
- Monitor, review and evaluate performance
- Work in a team environment and meet deadlines

- Numerate and with good analytical skills
- IT literate (word; excel; powerpoint; internet; databases etc)

### **Personal Characteristics**

#### ***Essential***

- Self motivating and able to motivate others
- Confident, outgoing and with good negotiation skills
- Able to work on own initiative
- Good organisational skills
- Committed to doing an excellent job
- Friendly, outgoing and with a sense of humour
- Diplomatic and able to deal well with difficult people
- Reliable, flexible and adaptable to a changing environment
- A team player
- Prepared to be an ambassador for the town

### **Circumstances**

#### ***Essential***

- Able to work outside normal office hours (evenings and some weekends)