

JOB DESCRIPTION

Our Mission:

'To be the partner of choice of business - the voice, the choice, the gateway'.

1. JOB TITLE: Town Centre Manager (Sutton Coldfield)

Department/Division:

Public Programmes

The post will be located at Birmingham City council local Constituency office in Sutton Coldfield and the Mall Shopping Centre, Sutton Coldfield.

2. REPORTING RELATIONSHIPS:

Responsible to: (Executive Director/
Immediate Managers' Job Titles)

Responsible For: (No. & Job Title:)

3. MAIN PURPOSE OF JOB:

(Describe in a single sentence why your job exists)

To work with the existing agencies and local business base in promoting Sutton Coldfield Town Centre as one of the major high quality shopping experiences within the West Midlands.

4. KEY RESULT AREAS:

(Describe in single sentence statements the key outputs from your job. Typically you should have between 4-8 key result areas)

- To develop and deliver the TCP action plan and work with the steering group in engaging and working with businesses in order to enhance the vitality of the Town Centre
- To ensure regular communication with local businesses to assess their employment needs, business confidence, the value of new investment in the Town Centre and to act as a voice for local businesses, as appropriate.
- To liaise with the TCP in continuing to develop marketing activity, using all forms of media, including the production and distribution of printed material and in the promotion of events to raise the profile of the Town Centre.
- To work with the TCP in developing and maintaining a local business directory, recording information such as business contact details, nature of business, void businesses, sales and advertising.
- To work with key stakeholders, partners and residents in accessing the wide range of existing services to improve the Town Centre as a place to do business and deliver a high quality shopping experience.
- To facilitate the engagement of the local businesses and the key employment agencies to promote employment opportunities for all.
- To identify and exploit new development and environmental improvement opportunities in accordance with statutory planning policy guidelines; identify new sources of grant aid and match funding, and prepare and submit applications/bids in accordance with relevant plans and strategies.

5. KNOWLEDGE, SKILLS & EXPERIENCE:

Without considering your own background, please indicate the type of skills, qualifications, training and experience necessary to perform the job effectively.

- Any specific technical, specialised, professional know-how needed
- Minimum vocational/academic qualifications required
- Management and other skills needed and the minimum post qualification time and experience necessary to become fully proficient in the job.

The Post requires the following knowledge, skills and experience:

- Knowledge of regeneration and inward investment issues which influence the vitality and viability of town /local centres.
- Knowledge and understanding of Business principles, marketing and promotion, market research, consultation and customer care and ability to put these concepts into practice.
- Knowledge of the functions and structures of Local Government, and public sector business support agencies.
- Knowledge of the 'worklessness' agenda and a willingness to engage with this.
- Experience of working with public / private sector partnerships, including direct engagement with small and large businesses
- Experience of developing, co-ordinating, managing and / or participating in town / local centre related or equivalent regeneration projects, including budget management.

Skills and Abilities

- Ability to develop initiatives between public agencies, businesses and local residents that fully achieves the aims of a complex project within the agreed timescales.
- Ability to effectively apply project management techniques and procedures necessary for the management of a large-scale project involving a range of partner agencies.
- Ability to communicate effectively with people at all levels, both verbally and in writing, including the ability to write reports, analyse information effectively and undertake appropriate research.
- Ability to produce creative promotional work, including displays, publications and presentations.
- Ability to use computer software applications, including word processing, databases, spreadsheets, project management and electronic mail.
- Ability to be self-motivated and manage own work plan and time effectively.
- Ability to develop a business plan and manage budgets and staff.
- Ability to negotiate effectively with a range of different stakeholders and contractors.
- Ability to deal with conflict.

6. COMPLEXITY & CREATIVITY:

This information deals with the types of problems that you are required to solve during your day-to-day work. Complexity may be judged by the variety and type of these problems and creativity by the degree to which you are able to work within your previous experience. Please indicate:

- Type and range of problems that you personally have to solve.
- Which elements of the job are mentally challenging
- State whether others are involved and the degree of supervision or guidance received.

- Ability to work with a steering group in the delivery of the business plan and deal with their potentially competing priorities.
- The job role requires complex problem solving, often on a daily basis with strong planning and organisational ability.
- The ability to work collaboratively at a strategic level with partners in the delivery of services to meet local business and town centre needs.
- High level of creativity in how problems are overcome and applications developed and delivered within a local government framework.
- The post requires a very high level of independence and autonomy. Clear reporting guidelines are set down and management input is sought as appropriate.
- The nature of the job is intellectually and mentally challenging due to the complex nature of the Programmes, the myriad of rules and regulations, which must be adhered to, the nature of multi agency partnerships and the need for a wide range of communication strategies.

7. JUDGEMENT & DECISIONS:

This information deals with the degree to which you are free to make decisions and the effect that such decisions may have on Chamber results. Please indicate:

- Type of decisions you have discretion to make and which are regularly made
- Type of decisions normally referred to a supervisor before action
- Impact in terms of improved service, increased efficiency etc that effective decision - making may have.

- The nature of the role demands an implicit high level of decision-making and judgement in the commitment, allocation and deployment of resources in the development and delivery of the TCP business plan.
- Chairing and directing employer events, Steering partners and stakeholders in the delivery of effective services to the Town centre.
- Decisions are often necessary at the point of the meeting or discussions, often at Strategic Level and the approach is one of informing management of the decision made and if appropriate, seeking ratification.
- Once Programme budgets are agreed and contracted, full responsibility of the budget expenditure against profile and budget is assumed. This also includes ensuring correct evidence and audit trails are maintained in line with Birmingham City Council contracting procedures and Birmingham Chamber financial procedures.

8. OPERATIONAL RESPONSIBILITY:

This information deals with the degree to which you are expected to 'make things happen' during the course of your day-to-day work. Please indicate whether your job has direct line management responsibility or is an advisory and support activity.

- This job role is wholly focussed on making things happen: -
 - At a strategic level in the development of partnership working with key agencies.
 - At a detailed hands-on level in the development and delivery of the business plan and in the promotion of Sutton Coldfield Town Centre
 - At a day-to-day level in the engagement of the local business base to meet their needs and aspirations.
- There are no direct line management responsibilities, although high levels of interpersonal, influencing and communication skills are required in working with and through the delivery staff in other teams who are responsible for programme /service delivery
- The job role is a mixture of both policy development and advisory. It requires detailed work with other partners in the development of the local business support infrastructure and in engaging with the business base to make best use of this.
- Development of a credible Town Centre Partnership from the local business base and key agencies

9. CONTACTS & COMMUNICATIONS:

This information concerns the people with whom you deal, other than your immediate manager or colleagues and the type of contact in which you are engaged. Please indicate:

- Who your main contacts are, both within the organisation and outside
- The level, frequency and importance of the contact
- Any involvement in negotiations, persuasion/influencing of people, e.g. customers, suppliers etc

- High level of external communication with a wide range of stakeholders and partners to engage them in delivering effective services leading to the improvement of Sutton Coldfield town centre.
- High frequency of communication with the local business base to understand their needs, articulate these to the partnership and plan how to address these.
- Day to day communication with Birmingham City Council and Birmingham Chamber on programme performance
- It is also essential for continual development of additional potential partners and expanding the existing TCP to create new networks for future bidding partnerships.
- Ongoing communication with Media Press and PR etc to promote the town centre and what it has to offer and development of promotional materials etc.
- Formal monthly and quarterly reporting and claims reconciliation to the TCP and

10. DECLARATION:

This is a description of the job as it is at present. It is the practice of Birmingham Chamber of Commerce and Industry to review job descriptions annually to ensure that they relate to the job as then being performed or to incorporate whatever changes are being proposed.

This review will be carried out by our Executive Director/Manager in consultation with yourself. You will be expected to participate fully in such discussions. It is the aim to reach agreement to reasonable changes, but if agreement is not possible your Executive Director reserves the right to insist on changes to your job description commensurate with your position in the organisation after consultation with you.

Completed By

Name _____
(Executive Director/Manager)

Signed _____ Date _____

Name _____
(Staff Member)

Signed _____ Date _____

Date of Review

**Signature
(Staff Member)**

**Signature
(Executive Director/Manager)**
