



JOB SPECIFICATION

POST TITLE:	Town Centre Operations Manager
SALARY:	circa £30,000, dependent on skills and experience
CONTRACT PERIOD:	To 31 March 2012, with potential for extension
RESPONSIBLE TO:	BID Manager (BM)
COMPANY:	Croydon Town Centre BID Ltd, part of the Croydon Economic Development Company
LOCATION:	Park House, 22 Park Street, CR0 1YE

MAIN PURPOSE

The Operations Manager will work alongside the BM and the BID Team to improve the competitiveness of Croydon Town Centre and to develop its position as a leading commercial and cultural centre in the South East by tackling the issues (of crime, environment, image and access) and by delivering a series of new services, and enhancements to existing services in line with the BID objectives.

MAIN RESPONSIBILITIES AND TASKS

- 1. To be responsible for managing operational projects**
- 2. To co-ordinate and respond to the day to day operational issues within the Town Centre**
 - To establish a comprehensive "one stop shop" system that allows businesses to report operational issues and ensures that they are correctly targeted and tracked.
- 3. To ensure high standards of care and maintenance within the public realm**
 - To patrol and monitor the BID area on a daily basis and to record and manage the issues identified;
 - To facilitate meetings with private and public sector representatives to address on going issues and to ensure high standards are maintained.

4. To manage an appropriate level of service monitoring, evaluation and reporting measures

- To monitor objectively service delivery within the Town Centre;
- To facilitate regular monitoring groups with Local Authority representatives to review the baseline agreements and to ensure that the council and its contractors adhere to them;
- Identify services which the Local Authority and other agencies can deliver to assist in supporting and delivering the BID.

5. To adapt the role of champion focusing on the needs of all Town Centre users

- To establish and maintain contact with the full range of Town Centre users;
- To represent their views and concerns in a balanced and constructive manner;
- To assist the BM in lobbying to the relevant agencies on specific Town Centre issues.

6. To act as an interface, liaising and facilitating effective communication and co-ordination between the businesses and investors in the Town Centre and the various authorities and agencies who serve the area to ensure that all are working towards the same agreed objectives

- To identify key stakeholders and establish the key priorities for the Town Centre;
- To proactively encourage key stakeholders to participate in achieving the Town's vision and objectives;
- Ensure clear and regular communications of progress with stakeholders.

7. To manage and coordinate a wide variety of "on street" activities in the Town Centre

- To manage the activities of a number of regulated and unregulated uses and activities taking or likely to take place including street buskers, vendors, promoters, markets and charity workers;
- To perform risk assessments and ensure the health and safety of individuals and the general public in all matters relating to the broader public realm;
- To manage the North End Advisory Group;
- To actively seek activities which would enhance customer experience of the Town Centre;
- To assist the BID Event Manager with BID events in the Town Centre.

8. To establish and ensure regular and timely monitoring and reporting of the BID's key performance indicators

- To collate, monitor and maintain a clear analysis of the Town Centre ensuring that national and local trends, views of stakeholders are incorporated;
- To manage the implementation of an annual baseline Town Centre Audit;

9. To actively identify Best Practice in Town Centre Management and maintain up-to-date awareness of specialist developments in Town Centre renaissance

10. To manage a Town Centre contact database of all businesses and stakeholders in the area

ADDITIONAL RESPONSIBILITIES

- To work with BM, BID Team and CEDC to identify business opportunities and ensure projects are completed through effective project management;
- To develop new initiatives and identify/obtain funding opportunities that would contribute to the overall aim of the BID;
- To assist BM in preparation for annual papers
- To work in conjunction with the BM to achieve frequent, timely and positive promotion for the BID initiatives;
- To prepare and present papers to the BID and Croydon Economic Development Company;
- To be responsible for the management of budgets allocated to the post;
- To undertake administrative tasks related to this role;
- To demonstrably act as part of a team and assist in other areas as and when required;
- To change role or undertake different/additional responsibilities if required.

Please note that the above is not intended to be an exclusive or exhaustive list of activities but an outline of the main areas of responsibility. Please also note that the Company reserves the right to update your job description, however, you will be consulted on any proposed changes.

PERSONAL SPECIFICATION

The Person Specification is a picture of skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the short listing and interview process for the post. During each stage of the process you should aim to demonstrate how you meet the following essential criteria.

EXPERIENCE

- Experience in an Operations Manager role;
- Experience in a management or supervisory position;
- Experience in the main areas of responsibilities (as detailed in the job description);
- Experience of working with licensing policy and strategy;
- Experience of market management and on-street activity (desirable);
- Experience of working with the private and public sectors ;
- Experience of managing projects and controlling budgets;
- Experience of using a wide range of IT packages to a high standard;
- Record of handling sensitive and confidential matters.

KNOWLEDGE

- Knowledge and understanding of issues local to Croydon Town Centre;
- Knowledge and understanding of BIDs and Croydon Town Centre BID Ltd (desirable);
- Excellent knowledge of licensing legislation (desirable);
- Excellent knowledge of the main job responsibilities (as detailed in the job description);
- Business and commercial awareness.

SKILLS

- Excellent problem solving and analytical skills;
- Ability to work independently or within a team;
- Excellent customer relationship management and excellent business management skills;
- Strong time management, project management and organisational skills, and the ability to prioritise workload to meet tight deadlines, budget and timetables;
- Exceptional communication skills and ability to liaise with both internal and external stakeholders to ensure a high quality and seamless service;
- Ability to influence and work with a range of professionals from a wide variety of backgrounds;
- Ability to work well under pressure.

BEHAVIOUR

- Smart, professional and confident in attitude and appearance;
- Enthusiastic approach to handling a wide variety of tasks and willingness to adapt to changing priorities as business requires;
- Acceptance of responsibility;
- Empathy for business partnership work;
- Self motivated and able to work with minimal supervision;
- Performance orientated – sets and achieves high standards for self;
- Responsible for own learning and evidence of continuous development;
- Flexible and adaptable – responds positively to changing demands;
- An excellent time keeping and attendance record.