

EAST LINDSEY DISTRICT COUNCIL

Tedder Hall, Manby Park, Louth, Lincolnshire, LN11 8UP. Tel: 01507 601111

OUTLINE JOB DESCRIPTION

| OCCUPATION | |
|---------------------|---|
| Job Title | Louth Town Manager |
| Business Service | Economic Development |
| Post Number | TBC |
| Salary | JE Grade 8 - £32,800 to £37,206 |
| Enhancements | None |
| Post Responsible To | The post holder will be responsible to the Louth Town Partnership and the Assistant Director for East Lindsey District Council. |

KEY OBJECTIVES

The Louth Town Manager will develop, support, manage and co-ordinate the work of the Louth Town Partnership, by facilitating cohesion between private, public and third sector partners to deliver the partnership's strategic plan. The Town Manager will help the partnership to deliver its strategic plan using a cohesive and inclusive approach as well as promoting the wellbeing, quality, vitality, sustainability and economic growth of the town.

The role will include both strategic and operational management and will involve a wide range of responsibilities, to include:

- consultation and raising awareness of the Partnership, its aims, ambitions and goals
- co-ordination of business development,
- promotion and support for town centre safety,
- joined up marketing to visitors, retailers, commercial and industrial parties; identifying funding opportunities,

DUTIES AND RESPONSIBILITIES

(a) To be responsible for facilitating the delivery of the Louth Town Partnership Strategic Plan.

(b) To be responsible for the efficient administration of the partnership; ensuring that agendas, minutes and financial records are maintained and reported in line with the constitution of the Partnership and in accordance with the Service Level Agreement with East Lindsey District Council.

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| (c) | Day to day implementation of agreed tasks/projects. |
| (d) | Development and implementation of regular consultation with public agencies, businesses and other key town stakeholders. |
| (e) | Development and implementation of marketing communications and promotional activities. |
| (f) | Regular liaison with public agencies, businesses and other key agencies. |
| (g) | Networking and relationship building with public agencies, businesses and other town centre stakeholders. |
| (h) | Researching and implementing best practice in Town Centre Management. |
| (i) | Working within agreed timescales and budgets. |
| (j) | Monitoring and evaluation of Partnership projects and activities. |
| (k) | Presentation of a formal report on Partnership activities to each Partnership meeting. |
| (l) | Other reasonable tasks designated by the Town Centre Partnership. |
| Administrative Responsibilities | |
| (m) | First point of contact for the Partnership. |
| (n) | Formulate and maintain contact network and relationships. |
| (o) | Provision of high quality management information through database management. |
| (p) | Arrangement of meetings, venues and equipment. |
| (q) | Maintenance of high quality data filing and records management. |
| (r) | Organise distribution and collection of surveys and other Partnership material. |
| (s) | Office management. |
| KEY MEASURABLE TARGETS | |
| All duties and responsibilities are to be carried out in accordance with agreed Council Policy and Procedures. | |

This job description provides a general outline of the post requirements and is not intended as an exhaustive description of duties and responsibilities.

Knowledge and Skills

It is essential that the post holder should have a relevant qualification (to degree level or above) and experience in project management, retail sales, marketing, promotion or business management.

The post holder requires advanced knowledge and experience in managing projects from inception to completion.

The post holder requires knowledge of Local Government processes and a detailed understanding of the complexities of Town Centre Management.

The post holder must have the ability to communicate at a high level both verbally and in written form and be able to present themselves to an audience.

The post requires a high degree of tact and diplomacy and the ability to deal with situations arising from political sensitivity.

Computer literacy and good keyboard skills are essential to this post.

Mental Skills

The post holder needs to be able to analyse and determine complex information in order to make informed judgements and decisions.

The post holder must be able to understand tasks quickly and undertake them with minimum supervision.

Interpersonal and Communication Skills

The post holder needs to be a highly organised individual with a natural entrepreneurial style and advanced verbal and interpersonal skills.

The post holder needs to be a self motivated individual who is driven by the need to succeed and is passionate about developing Louth into a sustainable modern market town.

The post holder needs to have the ability to develop and maintain relationships and engender confidence and trust.

The post holder needs to have an ability to negotiate and influence others.

The post holder needs to be open to positive suggestion and sufficiently flexible, adaptable and innovative to seek different solutions to similar issues to achieve success.

Physical Skills

The post demands high precision in the use of a keyboard with regard to writing letters, reports and promotional material.

Driving a car to attend meetings.

Initiative and Independence

The post holder must have the ability to plan and prioritise their workload.

The post holder needs to be a self-starter who can work unsupervised but can also take a lead role in a not-for-profit team.

Physical Demands

Will be office based with a need to attend meetings on a daily basis.

Mental Demands

Lengthy periods of concentrated mental attention are required in analysing data and preparing reports and letters.

Considerable levels of conflicting work related pressure on the post holder because of managing potentially conflicting situations and the requirement to be sensitive to political issues.

Emotional Demands

This post involves limited contact with or work for other people that would place emotional demands on the jobholder.

Responsibility for People

The post involves limited responsibility for people.

Responsibility for Supervision/Direction/Co-ordination of Employees

The post has no responsibility for the supervision and direction of employees.

Responsibility for Financial Resources

The post has limited responsibility for financial resources, approximately £10,000 per annum.

Responsibility for Physical Resources

1 laptop = £1400.00

1 PDA = £200

Working Conditions

The post holder is expected to go out alone regularly.

General

Other duties – the duties and responsibilities in this job description are not restrictive and the post holder may be required to undertake any other duties that may be required from time to time within the context of the grade for this post. Any such duties should not however substantially change the general character of the post and if it appears that they will then the post holder should refer the matter to their manager/personnel or union/staff representative

Equal opportunities – the post holder must carry out his/ her duties with full regard to the Councils Equal Opportunities policy.

Health and Safety – the post holder must carry out his/ her duties with full regard to the Councils Health and Safety Procedures

Signature of Employee

Date