

PERSON SPECIFICATION

Post Title: Town Centre Business Development Manager	Post Number: A05030
Service Area: Leisure and Amenities	Directorate: Community Resources

Attributes	Essential	Desirable
Qualifications/ Experience	Degree level education or equivalent plus appropriate professional qualifications. At least 3 years of dealing with competing priorities and pressures ideally with a good understanding of the commercial environment.	
Knowledge & Skills	Excellent interpersonal skills and communication skills, presentation skills and the use of the media at all levels both oral and written.	
Job Related Abilities	The ability of managing the conflicting demands of a varied workload and the ability to plan projects and put them into effect. The ability to work within and alongside a team both inside and outside of the district council, negotiating with and motivating others as well as demonstrating initiative.	
Attitude		
Other Requirements	The role requires the post holder to be available for regular evening meetings, together with irregular weekend working.	While the post is on a 37 hour week there will be regular requirements to work in excess of this on certain weeks. Compensating time off will be given.



WARWICK DISTRICT COUNCIL

JOB DESCRIPTION

DEPARTMENT: Leisure & Amenities

JOB NUMBER:

JOB TITLE: Town Centre Business Development Manager Warwick.

DATE RECEIVED: November 2007

1. PURPOSE OF YOUR JOB

To ensure the economic growth and development of Warwick by working with all sectors of the business community predominately within the town centre and the area defined by the boundary of the parish of Warwick.

To improve the vitality and viability of the town centre by developing and delivering, in partnership with all key stakeholders, the initiatives and plans set out in each of the town centre action plan.

To support the work undertaken by the WDC Economic Development and Regeneration department with particular reference to the projects which support Warwick Town Centre.

2. PRINCIPAL ACCOUNTABILITIES

PERCENTAGE

To co-ordinate the development and delivery of the agreed initiatives and plans on behalf of the Warwick Town Centre Management Group and to engage the wider business community in working to help develop the plan in the future. 50%

To build and expand business development including retailing across the whole town by promoting and expanding links with the business support network who will provide the training, support, grants and guidance to all interested businesses, groups or individuals. 15%

To develop a number of cultural events and local activities aimed at promoting the town across the region. To manage the Mop Fair and improve the long term health of the town's cultural and tourism industry and work with others to ensure the business sectors continued support. 15%

To ensure that the resources and interests of all stakeholders are utilised effectively to enhance the attractiveness of the town with particular emphasis on maintenance, improving accessibility for all users, improving safety and security and in developing key projects & sites to enhance the town. 15%

To establish and monitor the key performance indicators agreed for each town centre, which includes the Key Performance Indicators for the town and support the business areas by providing regular updates to the key stakeholders. 5%.

3. ORGANISATION

The day to day line management responsibility will be provided by the Head of Economic Development and Regeneration.

The Town Centre Manager will report directly to the Warwick Town Centre Management Group and to relevant Warwick Town Council committees.

The Town Centre Manager will work in support of the other TCM's in the area and WCC Regeneration Managers.

4. DIMENSIONS

The post holder will manage half the Town Centre Action Plan Budget (1040 4920) and manage and support the raising of additional funds and in kind support from the private sector in support of the initiative, events and the promotional campaigns.

Working with others is a key part of the role. The key partners so far identified include: Warwick Town Council, Warwick District Council, Warwickshire County Council, Warwickshire Police, Warwick Chamber of Trade, Shakespeare Country, local amenity groups including The Warwick Society, key employers and attractions, Advantage West Midlands.

5. JOB CONTEXT

The role of the town centre manager is well established with good partnership working in place across most areas of the action plan.

The post requires a wider involvement linking with all business across the town and working closely with a team of other TCM's across Warwickshire and the Warwickshire County Council Regeneration Unit.

The post requires good political awareness, a good understanding of the way in which the public and private sectors operate, the way support for business development and training can be achieved and the need to create effective partnership working across the whole town.

6. SCOPE FOR IMPACT

To develop a positive climate for co-operation across all business sectors in the town.

To grow the financial bases of the scheme which could lead to the introduction of Business Improvement Districts.

To enhance the public/private/voluntary sector partnership across all the town centre areas.

To develop the role of cultural tourism and the leisure market as a major economic driver for all businesses across the town.

7. CHALLENGES

To continue the successful work already carried out by the Warwick Town Centre Management Group and working within restricted budgets to develop the scheme and plans agreed by them to meet the changing needs of the whole town.

To manage the ever changing complex relationships between private sector and voluntary groups towards achieving common objectives.

8. KNOWLEDGE AND EXPERIENCE

The ability to work within and alongside a team of officers and councillors both inside and outside of the district council, negotiating with and motivating others as well as demonstrating initiative.

The ability of managing the conflicting demands of a varied workload and the ability to plan projects and put them into effect.

Excellent interpersonal, communication and presentation skills and the ability to make full use of the media at all levels both oral and written.

At least 3 years of dealing with competing priorities and pressures ideally with a good understanding of the commercial environment.

Degree level education or equivalent plus appropriate professional qualifications.

9. ADDITIONAL INFORMATION

The role requires the post holder to be available for regular evening meetings, together with irregular weekend working.

While the post is on a 37 hour week there will be regular requirements to work in excess of this on certain weeks. Compensating time off will be given.

10. APPROVAL

SIGNED.....
POSTHOLDER

.....
**HEAD OF BUSINESS UNIT
(OR NOMINEE)**

DATE.....

DATE.....