

## Job Description

**Management Group:** Place

**Department/Section:** Economic Development and Skills

**Job Title:** Town Centres Manager

**Reports to:** Economic Development Programme Manager

### Purpose of the job

The Town Centres Manager (TCM) will be responsible for contributing to the development and delivery of a town Centre action plan, helping to ensure that town centre projects are delivered on time and within budget.

The postholder will be required to forge strong relationships with all stakeholders in our borough's towns and also play a key role in delivering outcomes from the adopted Bexley Town Centre Strategy within Bexley's Major and District towns (Bexleyheath, Crayford, Erith, Sidcup and Welling) and amongst the smaller town centres and parades.

### Principal accountabilities

#### Strategy

To contribute to the refresh of the Bexley Town Centre Strategy and the development and delivery of a town centres action plan - working with local partners such as BIDs and town centre business groups.

To contribute to the design and development of Bexley inward investment programme, focussing particularly on attracting new occupiers to town centre locations.

#### Implementation

To act as the key outreach person forging strong relationships with various partner organisations such as Business Improvement Districts (BIDs), Town Centre forum groups and other community groups pertinent to Town centres

To support the ED Programme Manager regarding feasibility of creating further Business Improvement Districts within the borough

To undertake all day-to-day BIDs liaison activity including trouble-shooting escalated issues, and oversee all routine administration required to fulfil the Council's obligations under the Operating and Baseline Agreements. Work closely with the 2 BIDs to bring in extra funding through crowd and external funding opportunities.

Keep up to date through strong external partnership on all key business activity in all town centres to ensure the Council is aware of all positive and negative issues.

To work with groups of businesses in non-BID town centres and other business locations to help initiate and build strong local partnerships capable of delivering change and representing business views.

To support the Project Officer on discrete elements of Economic Development projects, especially those aimed at realising LBB's growth aspirations within town centres.

To deliver town centre initiatives aimed at revitalising and emphasising each town centre's unique selling points (USPs) and distinct business communities.

To assist in the delivery and promotion of borough-wide, sub-regional and regional business support programmes to ensure that town centre SMEs can benefit as appropriate.

To contribute to the development and assessment of economic and town centre policies by carrying out research and analysis. This includes analysing relevant data and evidence to ensure that policy, strategy and programmes are developed with a solid evidence base.

To support the team in deciphering key data and analytics as part of the refresh of the wider town centre strategy, and contribute to maintaining and interpreting economic health check data (e.g. footfall data) on the borough's main town centres.

To identify a range of relevant and credible information sources and recognise the need to collect new data when necessary from internal and external sources.

To review and publish a refreshed town centre events guide aimed at helping external organisations to put on quality and safe events in and around LBB's Town Centres.

To support Placemaking colleagues with key aspects of policy development where this relates to town centres (e.g. Local Plan, Master Plans, Supplementary Planning Documents etc)

Manage small project budgets and monitor expenditure documenting variations in line with Bexley's financial regulations and supporting claims to funders so that projects are delivered to budget within Council regulations and procedures.

Track and control project finances in accordance with Council procedures, setting in place procedures for reporting and controlling expenditure.

Prepare appropriate and relevant information to the ED Programme Manager, Head of Service and wider project team, Cabinet Member, Ward Members and stakeholders as appropriate

Establish and develop effective working relationships and productive partnerships with all the relevant partners and colleagues from other departments and work together in a collaborative manner on town centre initiatives and projects.

Manage communications and PR for town centre initiatives and projects, working with the Council's Communications team, local businesses and partners, such as BIDs.

### Organisational Control and Development

To keep under review and develop the structures, procedures and working methods for which the post holder is responsible to ensure an integrated, effective and efficient approach to the delivery of services.

To ensure that working practices and processes are developed that maximise the use of new technology to ensure efficient and effective delivery of services to residents and businesses.

### Staff Management and Development

The post holder will partially direct the work of any temporary project staff allocated to the team. Also they may be required to oversee various specialist consultants appointed to deliver key aspects of the town centres action plan

### Personal Effectiveness

To present timely and relevant advice and information to Programme Managers and Head of Service - to ensure that managers are briefed on major and sensitive issues.

To deal promptly with all matters requiring the post holder's personal attention.

To establish and develop effective working relationships and productive partnerships with all the relevant partners, including those in e.g. education, health, social services, Independent private and voluntary sectors.

# Person Specification

Management Group: Place

Department/Section: Economic Development and Skills

Job Title: Town Centres Manager

SELECTION CRITERIA	ESSENTIAL/ DESIRABLE (E/D)	METHOD OF ASSESSMENT (see key )
<p>(a) <b><u>Education &amp; Formal Training</u></b></p> <p>Educated to A level or equivalent</p> <p>Educated to degree level</p> <p>Professional membership of relevant association</p>	<p>E</p> <p>D</p> <p>D</p>	<p>A</p> <p>A</p> <p>A</p>
<p>(b) <b><u>Relevant Technical Experience &amp; Knowledge</u></b></p> <p>Proven involvement/contribution with the development and delivery of town centre or related action plans</p> <p>Proven ability to create and forge strong community relationships and confident in dealing with difficult situations from key stakeholders</p> <p>Proven understanding and use of both documentary and statistical research, and able to extract relevant information, draw conclusions, evaluate options and make appropriate recommendations relevant to this role .</p> <p>Demonstrable evidence of dealing with business owners and can confidently convey key messages.</p> <p>Track record of identifying priorities, turning strategy into action, being innovative and problem solving.</p> <p>Experience of commissioning and managing external consultants.</p> <p>An understanding or experience of working in a political environment</p>	<p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p>	<p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p>

(c) <u>Relevant Skills &amp; Abilities</u>		
Develop an in depth understanding of Bexley's Town Centres, Bexley's Strategy for town centres and how these contribute to the borough's economy.	E	A/I
Develop the full range of professional skills and knowledge to satisfy the requirements of the post.	E	A/I
Be fully conversant with relevant statutory provisions and the Council's constitution, financial processes, and procedures.	D	A/I
Be able to work with minimal direction with an ability to think innovatively and creatively to solve problems	E	A/I
Be able to contribute in meetings, prepare and lead presentations and deal confidently with officers, Members and partners.	D	A/I
Excellent organisational skills with the ability to work to tight deadlines and contribute to a variety of projects simultaneously.	E	A/I
Relevant IT skills with experience of a variety of Microsoft Office applications	E	I
No administrative support is provided and therefore the successful candidate will be expected to be self-sufficient and manage meetings, files, correspondence and other documents and processes in line with the department's systems.	E	A/I
Excellent written and verbal communication skills with the ability to present information in a clear and succinct manner.	E	A/I
<u>English Language Requirements for Public Sector Workers:</u> <ul style="list-style-type: none"> <li>• Ability to speak with confidence and accuracy, using accurate sentence structures and vocabulary.</li> <li>• Ability to choose the right kind of vocabulary for the situation in hand without a great deal of hesitation.</li> <li>• Ability to listen to customers and understand their needs.</li> <li>• Ability to tailor your approach to each conversation appropriate to the customer, responding clearly even in complex situations.</li> </ul>	E	I

KEY: I = Interview    A = Application Form    DL = Driving Licence

Applicants will be assessed against these criteria and the following high performance indicators throughout the recruitment process.

**High Performance Indicators**

Values	Behaviours for staff	Behaviours for managers
<b>Innovation</b>	<p>I respond flexibly and adapt to changing demands</p> <p>I am prepared to take managed risks to achieve better outcomes</p> <p>I ask 'What if...?' to develop fresh thinking and innovative approaches to generate and implement solutions to improve performance and challenge the status quo</p>	<p>I routinely look for innovative and cost-effective ways to improve performance and customer service</p> <p>I champion change and deal successfully with ambiguity, enabling people to see positive and exciting possibilities for the future</p> <p>I take calculated risks based on available evidence and my professional judgement to learn and try new things</p>
<b>Leadership</b>	<p>I demonstrate a clear sense of purpose and direction, in line with organisational objectives</p> <p>I am willing to take difficult decisions</p> <p>My personal actions promote a positive image of Bexley</p>	<p>I take responsibility for my service and for making things happen to make a difference to my service users</p> <p>I create an environment where staff can thrive and show I value and trust staff, give praise and recognise good work</p> <p>I inspire, lead, and encourage staff to move forward</p>
<b>Partnership</b>	<p>I show respect for others and value contributions from internal and external partners and customers</p> <p>I recognise the right solution, regardless of who initiated it</p> <p>I seek out and work with partners who can help me achieve the outcomes and objectives I need to deliver</p>	<p>I encourage the feeling that the team is a collective unit with shared goals</p> <p>I engage with service partners and other areas of the Bexley organisation to understand the demands on others and seek solutions as One Council</p> <p>I network internally and externally</p>

<p><b>Listening and Responding</b></p>	<p>I acknowledge other people's viewpoints and work with them to find a win-win solution</p> <p>I prepare and present information anticipating questions and problems</p> <p>I adapt my style to the audience and their needs, using the most appropriate communication channels</p>	<p>I seek regular service user feedback and review customer data to shape service improvements</p> <p>I ask staff for ideas on how to improve our service and how I can improve as a manager, listen to them and act on them</p> <p>I empower staff to make decisions and changes to improve value for money, customer service and productivity</p>
<p><b>Open and Accessible</b></p>	<p>I see issues from the customer / user perspective</p> <p>I monitor customer feedback and level of satisfaction with the service they receive, and use this to improve and pre-empt customer needs</p> <p>I seek to build and maintain positive relationships with customers and partners</p>	<p>I am accessible to my service users, customers, staff, and Members</p> <p>I communicate and share a clear vision for the bigger picture as well as specific service areas</p> <p>I outline what is expected of individuals and their contribution to the whole, and am consistent in my expectations</p>
<p><b>Impact</b></p>	<p>I prioritise my activities and resources to focus on those which have the most impact for residents</p> <p>I take responsibility for making things happen and achieving my objectives</p> <p>I make decisions and clear recommendations based on my professional opinion, experience, and informed by a range of information and evidence</p>	<p>I design services that provide value for money and deliver our outcomes, informed by evidence</p> <p>I produce, prioritise, and adapt plans to meet changing requirements</p> <p>I set interim goals to achieve notable wins on the way to larger objectives I deal with poor performance</p>