

JOB DESCRIPTION

JOB TITLE:	Town Centre Engagement Officer	JE NUMBER: (TBC)
DIRECTORATE:	Economic Growth	BAND: TBC (Scale 9)
RESPONSIBLE TO:	Economic Development Manager	
RESPONSIBLE FOR:		
MAIN PURPOSE OF POST:	To ensure that Chesterfield Town Centre remains a vibrant and viable Town Centre, that is able to respond to the challenges facing town centres, ranging from changes in consumer behaviour to economic shocks such as COVID 19. Working with retailers, market traders, landlords and other town centre stakeholders to co-ordinate activity to support the Town Centre, providing support to our independent retailers to help them survive and thrive. Working closely with the Town Centre operational team as well as the Economic Development Team to co-ordinate activity to improve the Town Centre as a destination to visit, live and invest.	

DUTIES AND RESPONSIBILITIES:

Duties and responsibilities must be undertaken to comply with Council policies/procedures.

1.	Support the establishment and delivery of a Town Centre Forum made up of key Town Centre stakeholders
2.	Liaise with Town Centre retailers and stakeholders to ensure that the Town Centre is a thriving environment, raising and tackling issues that act as barriers to success.
3.	Provide one to one support to independent retailers to ensure that they are able respond well to changes in retailing and seek out new opportunities
4.	Act as liaison between town centre retailers and the Council's Town Centre operational team to ensure smooth operation of Town Centre
5.	Work with colleagues from across the Council and external partnerships, on the development and delivery of a range of Town Centre events and activities to ensure that there is a vibrancy to the High Street and a sense of place.
6.	Ensure businesses have access to business support opportunities, co-ordinating activity with wider Business Support projects/initiatives.
7.	Co-ordinate activity to promote the Town Centre, working closely with the Council's communications teams and Destination Chesterfield
8.	Ensure Council Elected Members are fully briefed on activities impacting on the Town Centre, preparing Council reports on performance of the Town Centre.
9.	Work with the wider Economic Development Team to support the development of projects that will improve the Town Centre

10.	Work with new retailers and investors in the Town Centre to ensure that they are supported to be successful in Chesterfield
11.	Any other duties as considered appropriate to the post
12.	

GENERAL – To be aware of and implement the following:

Equalities – The council's Equality and Diversity Policy which sets out the council's commitment to advancing equality and social inclusion while celebrating the diversity within our communities.

Code of Conduct – All employees of Chesterfield Borough Council must comply with the Employees' Code of Conduct.

Health & safety – To comply with the Health and Safety at Work etc. Act (1974) and carry out all duties in accordance with the Council's Health and Safety policy.

Staff Development - The Council's Performance & Development Review is an integral part of Chesterfield Borough Council's performance management framework as well as a key employee development procedure. You will be required to undertake any training required for the job role.

Data Protection – All employees must adhere to the requirements of the General Data Protection Regulations (GDPR) and the Data Protection Act 2018 in respect of confidentiality and disclosure of data.

Safeguarding Children and Vulnerable Adults - The council has both a moral and legal obligation to ensure a duty of care for children and vulnerable adults across its services. We are committed to ensuring that all children and vulnerable adults are protected and kept safe from harm, and we have a responsibility to safeguard and promote well-being.

SPECIAL FEATURES OF POST:

Political Restriction	YES		NO	No
Vetting Checks e.g. Disclosure and Barring Service (DBS)	YES	Yes	NO	
Flexible approach to time of work, with ability to work evenings and weekends as required by the needs of the service.	YES	Yes	NO	
You may be required to carry out those duties at your present workplace or at another council venue.	YES	Yes	NO	

It is the council's intention that this job description is seen as a guide to the main areas and duties for which the job holder is accountable. However, as the work that the council changes the job holder's obligations are also bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definitive and exhaustive statement. This job description is non-contractual.

PERSON SPECIFICATION

JOB TITLE:	Town Centre Engagement and Vitality Officer	JE NUMBER:	TBC
DIRECTORATE:	Development and Growth	DATE:	June 2020

KNOWLEDGE / SKILLS / ABILITIES		Assessment Method
-		Application Form, Presentation, Scenario based Exercise, Interview, Qualification / Certificates
Essential		
•	Knowledge of financial/project management	Application Form
•	Knowledge of the types of support required by retailers/traders	Application Form
•	Ability to co-ordinate a range of activities and events	Application Form/Interview
•	Knowledge of the issues facing Town Centres and initiatives that are being put in place to reverse decline	Application Form
•	Ability to use ICT packages to support delivery of initiatives, preparing reports and monitoring purposes	Application Form
•	Proven communication and inter-personal skills	Application Form/Interview
•	Advocacy and negotiation skills	Application Form
•	Presentation skills	Application skills
Desirable		
•	Experience of event and or operational management	Application/Interview
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EXPERIENCE		
Essential		
•	Experience of working in/ or with the retail sector	
•	Experience of relationship management	
•	Experience of working with wide range of partners to achieve results	
Desirable		
•	Experience of working in a local authority setting	
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•		
QUALIFICATIONS		
Essential		
•	Educated to at least Level 3 (A-level equivalent)	Application Form
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•		
Desirable		
•	Project management experience	Application Form
•	Relevant diploma/qualification in retail/operational management	Application Form
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OTHER REQUIREMENTS		
Essential		
•	To display the council's values and behaviours when carrying out the job role	Application Form, Interview
•	To perform the job role in accordance with the specified level of the council's Competency Framework	Application Form, Interview
•	Commitment to self-development, service improvement and	Application

	organisational effectiveness	Form, Interview
COMPETENCY REQUIREMENT:		
Seeing the Big Picture	<p>Seeing the big picture is about having an in-depth understanding and knowledge of how your role fits with and supports the council plan and the wider public needs and the national interest. For all staff, it is about focusing your contribution on the activities which will meet the council goals and deliver the greatest value.</p> <p>For leaders, it is about scanning the political context and taking account of wider impacts to develop long term implementation strategies that maximise opportunities to add value to the customer and support economic, sustainable growth.</p>	Interview
Level: 2		
Changing and Improving	<p>People who are effective in this area take initiative, are innovative and seek out opportunities to create effective change. For all staff, it's about learning from what has worked as well as what has not, being open to change and improvement, and working in 'smarter', more focused ways.</p> <p>For leaders, this is about creating and encouraging a culture of innovation and allowing people to consider and take informed decisions. Doing this well means continuously seeking out ways to improve policy implementation and build a leaner, more flexible and responsive council. It also means making use of alternative delivery models including digital and partnership approaches wherever possible.</p>	Interview
Level: 2		
Making Effective Decisions	<p>Effectiveness in this area is about using sound judgement, evidence and knowledge to arrive at accurate, expert and professional decisions and advice. For all staff it's being careful and thoughtful about the use and protection of council and public information to ensure it is handled securely and with care.</p> <p>For leaders it's about reaching evidence based strategies, evaluating options, impacts, risks and solutions and creating a security culture around the handling information. They will aim to maximise return while minimising risk and balancing a range of considerations to provide sustainable outcomes.</p>	Interview
Level: 2		
Leading & Communicating	<p>At all levels, effectiveness in this area is about showing our pride and passion for public service, communicating purpose and direction with clarity, integrity, and enthusiasm.</p> <p>It's about championing difference and external experience and supporting principles of fairness of opportunity for all. For leaders, it is about being visible, establishing a strong</p>	Interview
Level: 2		

	direction and persuasive future vision; managing and engaging with people in a straightforward, truthful, and candid way.	
Collaborating and Partnering	People skilled in this area are team players. At all levels, it requires working collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and a wide range of people within and outside the council, whilst having the confidence to challenge assumptions. For senior leaders, it's about being approachable, delivering business objectives through creating an inclusive environment, welcoming challenge however uncomfortable	Interview
Level: 2		
Developing self and others	Effectiveness in this area is having a strong focus on continuous learning for oneself, others and the organisation. For all staff, it's being open to learning, about keeping one's own knowledge and skill set current and evolving. For leaders, it's about investing in the capabilities of our people, to be effective now and in the future as well as giving clear, honest feedback and supporting teams to succeed. It's also about creating a learning and knowledge culture across the organisation to inform future plans and transformational change	Interview
Level: 2		
Delivering Value for Money	Delivering value for money involves the efficient, effective and economic use of taxpayers' money in the delivery of public services. For all staff, it means seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. People who do this well base their decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money. For leaders it's about embedding a culture of value for money within their area/function. They work collaboratively across boundaries to ensure that the council maximises its strategic outcomes within the resources available	Interview
Level: 2		
Managing a Quality Service	Effectiveness in this area is about valuing and modelling professional excellence and expertise to deliver service objectives, taking account of diverse customer needs and requirements. People who are effective plan, organise and manage their time and activities to deliver a high quality, secure, reliable and efficient service, applying programme, project and risk management approaches to support service delivery. For leaders, it is about creating an environment to deliver operational excellence and creating the most appropriate	Interview
Level: 2		

	and cost effective delivery models for public services	
Delivering at Pace	Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. For all staff, it's about working to agreed goals and activities and dealing with challenges in a responsive and constructive way. For leaders, it is about building a performance culture where staff are given space, authority and support to deliver outcomes. It's also about keeping a firm focus on priorities and addressing performance issues resolutely, fairly and promptly	Interview
Level: 2		