

 WOKINGHAM BOROUGH COUNCIL	Job Description		Job Reference
			712631
Job Title	Town Centre Development Officer		
Service	Place and Growth Directorate	Team	Economic Development
Location	Shute End, Wokingham / Home Working		
Reports to	Head of Economic Development		
Responsible for	No direct reports		
Grade	Type of position:		Date
G7	Contract 2 years		May 2025
<p>This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the Line Manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.</p>			
<u>Service Purpose</u>			
<p>The service seeks to bring lasting improvement to the economic, physical, social, and environmental issues in the Borough through the commissioning and delivery of appropriate services and projects. The Economy team has a wide remit leading on Skills & Employment; Town Centre growth and support; Business Support and Development; Inward Investment and Arts & Culture.</p>			
<u>Purpose of the role</u>			
<p>The Town Centre Development Officer will play a crucial role in the support and development of our main centres in the heart of Central Wokingham, Woodley and Twyford. The Council is proud of its regeneration programmes and now requires a dedicated officer to manage and implement its newly developed Town Centre strategy. Taking the lead on the creation of high impact programmes with our business community and partners to deliver economic strength and vitality. The approach needs to be intelligence led and targeted, with a constant eye to spotting and realising new funding streams. A key aspect of this role will be to build upon effective relationships that we have with key strategic partners including local businesses and affiliated organisations, Town, and Parish Councils, to ensure that everyone benefits from a prosperous local inclusive economy. The postholder will be aware of the importance of supporting local businesses to be sustainable and to grow and thrive within our Town Centres.</p>			
<u>Main Accountabilities</u>			
1	To work with internal and external stakeholders to establish an effective partnership board spanning across all town centres. This board will create a delivery plan and will oversee all activities. This post will be required to be a confident communicator and will need to galvanize this group into an effective mechanism for change in our town centres. All meeting administration and writing quarterly updates on progress will be required from this post holder. The successful candidate will be required to spend		

	at least two days a week working from one of our town/parish centres so that they are able to build a rapport with relevant stakeholders. It is crucial that this post holder for this role is both visible and available as a point of contact for businesses within our town and parish centres.
2	To provide the first point of contact to all our town centre businesses, town and parish councils and stakeholders, dealing with enquiries relating to the town centre promptly and resolving issues when needed.
3	To design, implement and lead on programmes and projects that will attract footfall into our Town Centres and support economic growth.
4	Manage our footfall contract, using the interactive dashboard to integrate data to enable us to make data informed decisions. Sharing this information internally and with our town and parish councils when appropriate.
5	Proactively collaborate with colleagues and partners to support the Town Centre. In particular Wokingham Borough Councils Commercial property team, Community Safety, the Police, Town/Parish Councils, Voluntary groups, Business networks, Energy and climate change, The Energy Trust, Economic development, colleges and the University of Reading to develop opportunities for partnership projects.
6	Proactively work with colleagues in business support e.g., the Berkshire Growth Hub to deliver business support to ensure growth and sustainability for our Town Centre businesses.
7	Undertake an investigation into the potential use empty units for short term lease and one-off hires. If need exists develop a meanwhile usage strategy to roll out across our town centres.
8	To support the economic development team and members of the wider council with engaging and maintaining close working relationships with local employers
Other responsibilities	
	Prepare and present reports to Council, Executive and Overview and Scrutiny meetings, and provide responses on behalf of the Council to policy and consultation documents
	To advise the Head of Economic Development on all matters relating to the Town Centre Programmes and projects
	This role will be expected to deliver and achieve agreed Key Performance Indicators (KPI's)
Supervision Received	The post holder will operate with minimum supervision.
Supervision Given	None

Contacts & Working Relationships	Ensure effective relationships with key strategic partners including businesses, other Berkshire Authorities, internal colleagues. This post will include some Member engagement.
Management of resources or budget	There will be no financial responsibility
Special Factors	The postholder must be able to attend both morning and evening meetings on occasion and travel to key sites for meetings if required.

<u>Person Specification</u>		
Qualifications	Essential	Desirable
	<p>Educated to degree level or equivalent in a relevant subject.</p> <p>Town Centre business development experience or experience in developing or managing a BID</p>	Business development qualification
Technical Skills.	Essential	Desirable
	<p>Partnership working and negotiation skills.</p> <p>Demonstrable experience of target setting, monitoring and evaluation.</p> <p>Excellent organisational skills and workload management skills.</p> <p>Ability to work collaboratively with senior officers, Elected Members, managers, staff, colleagues, and partners.</p>	
Knowledge	Essential	Desirable

	<p>Experienced in Business development.</p> <p>Knowledge of and ability to interpret complex information, policy and guidance to inform the development of local strategies, policies and procedures and represent good practice.</p>	Knowledge of local government structures, process, and issues.
Experience	Essential	Desirable
	<p>Management experience</p> <p>Experience of managing, high-profile projects involving a broad range of partners stakeholders to achieve defined outcomes.</p> <p>Performing market research and gathering economic data.</p> <p>Preparing and presenting presentations and reports to members, managers, and partners</p>	
Other	Essential	Desirable
	<p>Self-starter, highly organised and driven individual, with a strong ability to negotiate and achieve results.</p> <p>Excellent, written, oral communication skills and IT literacy.</p> <p>Keen practitioner of excellent customer care standards in all service delivery</p>	Full UK driving license and access to a vehicle
Completed by:	Dexter Levick	Date: 14/05/25

Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.