Job Description

JOB DETAILS	
Job Title	Town Centre Manager
Service Area / Team	Regeneration
Reports to	Regeneration Officer
Post Number	TBC
Grade & Annual Salary	Grade F
Politically Restricted Post	No
DBS Requirement	Basic

JOB PURPOSE
• To act as the strategic and operational lead for the Town Centre Operating Model (TCOM), serving as the primary relationship builder and on-the-ground catalyst transforming the town centre into a high-energy, high-impact destination. • To maintain a visible, proactive presence in the town centre, bridging the gap between the Council, local businesses, third party market operators and community organisers to increase footfall and spend. • To build, coordinate and scale a 12-month town centre calendar of activities, including but not limited to regular high-quality markets, micro-activations, pop-ups, live street performances and community initiatives • To identify external funding opportunities, partnerships and sponsorships to support the ongoing financial sustainability of the Town Centre Operating Model (TCOM), proactively leveraging data-driven insights to secure investment from local partners while working toward an annual revenue target of approximately £35 - £40k.

MAIN DUTIES AND RESPONSIBILITIES	**Frequency** **(daily/weekly/ monthly/annually etc)**
• Work with internal and external stakeholders to develop a town centre programme where the voice of local businesses is understood and appropriately represented with relevant support programmes are identified and delivered	Ongoing
• Lead town centre engagement, business meetings, workshops and working groups to represent local needs in Council decisions	Ongoing

• Formulate and gradually scale a coordinated 12-month town centre calendar, curating regular small-scale activations that build consistent high street vibrancy and align with wider town centre programming.	Annually/ Ongoing
• Act as the first point of contact for Market Operators. Work with them to develop a regular market in the town centre ensuring smooth onboarding, contract compliance and alignment with the wider town centre calendar.	Bi-weekly/ Monthly/ Ongoing
• Act as the Council's "on the ground" link for day-to-day town centre issues and trader disputes - making real-time decisions and where needed directing issues to the relevant council departments.	Daily
• Champion local independent businesses through grassroots storytelling and digital promotion, collaborating with traders and the Council's Communications team to create engaging social media spotlights, trails and promotional campaigns.	Ongoing
• Coordinate low-barrier 'test lab' pop-up opportunities and empty-shopfront activations, supporting local entrepreneurs and start-ups to trial high street trading.	Ongoing
• Ensure all activities comply with Trading Standards, H&S and Licensing; manage dynamic Risk Assessments.	Daily/ Event-based
• Lead incubation schemes for startups and monitor the market for new investment/funding opportunities.	Monthly/ Ongoing
• Collaborate with communications teams to develop high-impact visual and written content for town centre promotion.	Weekly
• Monitor market operator performance and enforce contract terms and operating hours.	Weekly

CORPORATE RESPONSIBILITIES
• Adhere to the council's safeguarding policies and procedures and undertake relevant training in order to help protect children and vulnerable adults within the district.
• To comply with legislation, council policies and procedures including the Data Protection Act, Freedom of Information Act, Information Security Policy, the Code of Conduct for Officers and to participate in any Emergency Planning activities as required.
• To actively demonstrate the values and behaviours of the council.
• To ensure our customers are valued by taking into account their views and needs in all that we do.

• To contribute to the development and achievement of relevant corporate and service objectives by suggesting ideas for service improvements.
• To communicate openly and honestly with colleagues, members and customers.
• To undergo any training necessary to be able to fulfil the requirements of the job.
• To carry out other duties commensurate with the grade, skills, experience and qualifications of the post holder as directed and as may be required from time to time.

Folkestone & Hythe District Council Person Specification

Post Title: Town Centre Manager

Important Information for Applicants:
The criteria listed in this person specification are the requirements for the post. Where the method of assessment is stated to be the application form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. **If you do not address these criteria fully, you may not be shortlisted. Please give specific examples wherever possible.**

Factors	Criteria	Means of Assessment		
		Application	Interview	Test
Qualifications	**Essential** ▪ Good basic education to GCSE A-C standard or equivalent (including Maths & English) or, experience that demonstrates proficiency.	✓		
	Desirable ▪ Bid-writing/Fundraising qualification	✓		
Experience and Knowledge	**Essential** ▪ 2+ year's relevant experience in Event/Town Management or Economic Development. ▪ Proven understanding of statutory legislation including Health and Safety, Licensing and Trading Standards as they apply to public events and markets. ▪ Ability to interpret and implement local Council policies, specifically regarding Food Safety, Risk Assessment logging and Procurement. ▪ Experience in enforcing contract terms or regulations (e.g. managing market operating hours or trader disputes). ▪ Experience in collecting and analysing complex information to produce formal reports or business cases for senior management. ▪ Experience in the end-to-end delivery of projects, from initial concept and funding (bid-writing) to operational execution. ▪ Use of social media platforms or design tools such as Canva / Adobe express.	✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓	

	Desirable ▪ Experience in public sector environments	✓	✓	
Skills and Abilities	**Essential** ▪ Ability to work as part of a team ▪ Ability to operate on own initiative with minimal supervision ▪ Excellent written and oral communication skills ▪ High level of attention to detail and accuracy ▪ Competent user of IT, particularly Microsoft Office ▪ Proactive and committed to continued service and personal development ▪ Ability to adapt and proactively organise and prioritise work effectively in order to meet deadlines and maintain high standards at all times. ▪ Ability to demonstrate a professional and customer orientated approach ▪ Excellent interpersonal skills with the ability to operate and build excellent working relationships at all levels ▪ Ability to undertake Risk Assessments, and manage conflict resolution ▪ A proactive and personable individual who demonstrates tact	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	
	Desirable ▪ Advanced digital marketing ▪ Demonstrates strong networking	✓	✓ ✓	