

**APPENDIX 01\_01 CAMPBELTOWN TOWN CENTRE MANAGER - JOB DESCRIPTION**

## JOB DESCRIPTION

<b>Job title:</b> 3 Year Post - Campbeltown Town Centre Manager		
<b>Post Number:</b>		
<b>Service:</b> Development Services	<b>Location:</b> Campbeltown	
<b>Section:</b> Development Policy	<b>Grade:</b>	tbc
<b>Responsible To:</b> Reporting to Campbeltown Town Centre Regeneration Steering Group, line managed by Development Policy Manager		
Responsible for: the co-ordination, development and implementation of a Town Centre Strategy for Campbeltown.		
<b>Professional Qualifications:</b> None		
<b>Membership of Prof. body:</b> None		
<b>Class of Car User:</b> Casual		
<p><b>Main Purpose:</b>            The Town Centre Manager, responsible to the Campbeltown Town Centre Regeneration Steering Group, will plan, co-ordinate and take a lead in implementing a programme of action which will:</p> <ol style="list-style-type: none"> <li>1. Facilitate the identification of, and co-ordinate the implementation of initiatives which improve the quality and economic viability of the town</li> <li>2. Broaden the town's attractiveness to the visitor in terms of look, feel, activities and events</li> <li>3. Facilitate and streamline communication between town centre interests</li> <li>4. Act as a catalyst and facilitator for the promotion and enhancement of town centre businesses</li> <li>5. Facilitate the identification of new town centre initiatives which can directly contribute to the reduction of community decline, enhance local employability, training and volunteering activity and help tackle poverty within the Campbeltown community</li> <li>6. Enhance and assist with the delivery of key objectives of the Campbeltown Conservation Area and Townscape Heritage Initiative – in particular promotion of business improvement activity, training and employability programme</li> </ol>		
<ol style="list-style-type: none"> <li>1. To market the town centre, working closely with local and national media and tourism organisations to create a positive profile for Campbeltown</li> <li>2. In consultation with traders, community groups and Kintyre Cultural Forum co-ordinate a programme of promotional events such as markets, fairs, Christmas celebrations and encourage added value to be gained from these</li> <li>3. To maintain and develop good intelligence over the performance of the town centre and to be aware of new opportunities and threats to the town centre and to identify and plan for these</li> <li>4. Identify employment and training opportunities relating to the town centre and liaise directly with Employability Network for these</li> <li>5. Identification of relevant training and support needs to link into THI, HIE consultancy support, local training providers and volunteer / employability activities</li> <li>6. Development of a 5 year Campbeltown Town Centre Action Plan within the context of the existing Kintyre Action Plan, CARS and THI project.</li> <li>7. To make and maintain contacts with key commercial and community interests in Campbeltown to ascertain their role, concerns and aspirations, involve them in the</li> </ol>		

development and implementation of a Town Centre Action Plan, provide a channel of information to them and stimulate dialogue about town centre issues.

8. To have a particular focus on how the Town Centre Action Plan can respond to the wider issues of community decline, worklessness and poverty
9. To promote the principle of town centre management to secure wider involvement and contributions as required
10. Co-ordinate and support delivery of Action Plan
11. To provide regular reporting and monitoring to the Line manager, the Campbeltown Town Centre Regeneration Steering Group and Kintyre Initiative Working Group of progress with the Action Plan.
12. To liaise with service providers to co-ordinate appropriate responses to issues regarding appearance, cleanliness, maintenance and security within the town centre as they arise.
13. To be aware of funding sources and prepare funding bids for particular projects as opportunities arise and be responsible for project managing particular bids
14. Establish and undertake satisfactory methods of obtaining shopper, visitor and business feedback, report and feedback at least once per year
15. To plan an exit strategy for the Town Centre Initiative to cover the transition beyond Year 3.

**Candidate Specification:**

Job Requirements	Essential / Desirable
<p><b>Knowledge</b></p> <ol style="list-style-type: none"> <li>1. A thorough understanding and commitment to the needs of the private sector and town centre management initiatives</li> <li>2. Good knowledge of partnership working</li> <li>3. An understanding of external funding opportunities and processes</li> </ol>	<p>Desirable</p> <p>Essential Desirable</p>
<p><b>Skills and Abilities</b></p> <ol style="list-style-type: none"> <li>1. Good understanding of IT systems and standard software</li> <li>2. Excellent written communication skills, including report and business plan writing</li> <li>3. Excellent oral communication skills, including negotiation, customer service and presentation skills</li> <li>4. As ability to exercise a high degree of personal initiative and independent action</li> <li>5. An ability to prioritise workloads and to work both flexibly and tight deadlines</li> </ol>	<p>Desirable</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>
<p><b>Experience</b></p> <ol style="list-style-type: none"> <li>1. 3 years experience of working in town centre management, retail management or in regeneration,</li> </ol>	<p>Desirable</p>

<p>and volunteer sector.</p> <ol style="list-style-type: none"> <li>2. Project management</li> <li>3. Experience in marketing and PR</li> </ol>	<p>Desirable</p> <p>Desirable</p>
<p><b>Educational</b></p> <ol style="list-style-type: none"> <li>1. A graduate or equivalent qualification in an appropriate discipline</li> <li>2. 3 Highers or equivalent</li> </ol>	<p>Desirable</p> <p>Essential</p>
<p><b>Work related personal qualities</b></p> <ol style="list-style-type: none"> <li>1. Resilient in face of adverse comments</li> <li>2. Self starter – able to work on own with minimal supervision</li> <li>3. Flexibility to work outwith normal office hours as required</li> </ol>	<p>Essential</p> <p>Essential</p> <p>Essential</p>