



Job description	
Job title	Town Centre Manager
Grade	Pay Band M / SCP 34 - 35
Directorate	Housing & Property
Section/team	Town Centres Management Team
Accountable to	Group Manager – Town Centre Management
Responsible for	Town Centres Officer
Date reviewed	July 2024

Purpose of the Job

The Town Centres Management Service has responsibility for the day to day functions that enable the borough's town centres to operate successfully. This includes direct responsibility for the operation of the Council owned car parks, liaising with businesses in the town centres and working alongside other Council services to ensure that the town centres are attractive places to visit. The service also acts as advocates for the town centres and coordinates a range of activities and events with external partners to promote the borough's town centres as places to work and visit. The service also manages Kirkby Market, a successful 6 day market supporting over 50 small businesses with high quality and affordable permanent stalls.

The Town Centres Management Service also works alongside the Major Development Team to provide an enhanced service and dedicated resource to proactively drive the delivery and the implementation of our three Town Centre investment plans. The teams are currently managing and delivering the following major programmes:

- Kirkby Town Centre Regeneration programme
- Prescott Town Centre Regeneration programme
- Huyton Town Centre Regeneration programme
- Support to the delivery of External SIF bids

In addition, the service and postholder will also work on the delivery of projects arising from other funding programmes such as the Liverpool City Region Mayoral Town Centres Fund.

This post has a key role in ensuring the delivery of these programmes to improve the vitality and economic strength of our town centres and engage



with the local business community. The postholder will be the lead delivery officer for operational and promotional management of the town centres.

You must be solutions focussed, able to problem solve, identify innovative solutions, secure delivery and provide a proactive service that stimulates growth.

This post will ensure that the borough's town centres are sustainable and will deliver the best possible outcomes for existing and future generations.

Duties and Responsibilities

This is not a comprehensive list of all the tasks, which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.

In conjunction with the Group Manager - Town Centre Management:

1. Support the delivery of specific projects in line with the Council's masterplans and town centre regeneration delivery programmes.
2. Maximise the dwell time and footfall in town centres in conjunction with local stakeholders where appropriate, aimed at improving the vitality and vibrancy of the Borough's Town Centres.
3. Work with and support in attracting independent retailers and leisure businesses.
4. Support the commissioning and management of services and contractors.
5. Work with businesses, landlords and other stakeholders to support a night-time economy in our town centres in order to provide attractive and convenient evening destinations.
6. By engaging with regeneration programmes, ensure that infrastructure in the town centres is capable of supporting current and future events
7. In conjunction with the Council's Communications Team and local businesses and organisations where appropriate, support promotional and marketing opportunities for the Borough's town centres.
8. Enhance the service's relationship with town centre businesses and work with them to ensure that they remain competitive and engage with their customer base efficiently.
9. Work with property owners and agents to ensure that vacant properties are widely-advertised, fit for purpose and not detracting from the streetscene.
10. Manage existing commercial space opportunities in the town centres to maintain additional income streams.



11. Provide town centre management-focused intelligence to regeneration programmes.
12. Represent the department at Committees, working groups, public meetings, client meetings and meetings with external organisations as required by the Head of Housing & Property and/or Group Manager – Town Centre Management.
13. Monitor relevant budgets – both capital and revenue – and support meeting budgetary targets.
14. To assist the Group Manager – Town Centre Management to identify, access and manage appropriate external funding opportunities. This will include helping to produce expressions of interest, support in writing bids and ensuring compliance and appropriate administration to the fund provider
15. Use the Service's management and performance information systems and contribute to the development of those and new systems as required, supplying and maintaining appropriate and accurate management information, whilst helping to ensure that performance targets are met.
16. Develop and maintain positive relationships with stakeholders, partners, residents, developers, investors and consultants that generate confidence and respect.
17. Establish positive relationships with colleagues across the Council, developing networks and contributing towards a solution focussed, business minded and innovative culture.
18. Understand and manage competing, contentious and conflicting situations in a professional manner and in the context of being mindful of the potential impact on the reputation and business of the Council.
19. Day-to-day management of the Town Centres Officer
20. To perform any other duties as required by the Executive Director and/or the Head of Housing and Property which are commensurate with the grade and responsibilities of the post.

HOURS

Standard working week 36 hours Monday – Friday.

The post holder will be required to work evenings, weekends and bank holidays on occasion as required to manage and support events and in the case of reactive incident management.

This post is subject to the Council's flexitime system



Health and Safety

1. To ensure suitable and sufficient risk assessments are carried out for all events to be held in the Town Centres, ensuring the safety of staff and the public.
2. To inform Line Manager and/or Head of Service of any breach of health and safety issues or indeed of any situations or events which it is considered could place individuals in danger.
3. To ensure that as an individual the post holder is aware of the issues of lone working and acts in accordance with any training briefing or advice given.
4. To undertake appropriate and up to date training required in order to discharge the duties and responsibilities of the post.

Data Protection and Information Security

- Implement and act in accordance with the Information Security Acceptable Use policy and Data Protection Policy,
- Protect the council's information assets from unauthorised access, disclosure, modification, destruction or interference,
- Report actual or potential security incidents.

Knowsley Better Together – Staff Qualities

The following qualities have been adopted by the Council and apply to all employees. You are expected to embrace and display these qualities.

- **Integrity.** You are required to be open and honest, maintain high standards of personal behaviour and display strong moral principles.
- **Accountability.** You must take personal responsibility for your actions and decisions and understand the consequences of your behaviour.
- **Communication.** You must listen and talk to others, taking account of other people's points of view. You should share information and strive to work together.
- **Respect.** You must treat people with care and dignity, observing the rights of other people, and helping and supporting others where you can.