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| **Role Title** | **Town Centre Engagement and Activation Officer** |
| **Job Family** | **Economic Growth and Housing Delivery** |
| **Competency Level** | **Senior Officer** |
| **Pay Scale** | **PO2** |
| **Purpose** | |
| The role will work closely with the Town Centre Lead for the Borough’s two largest town centres. The key focus areas will be business engagement, activation and animation of town centres, supporting the economic recovery of town centres and businesses post-COVID, delivering on the borough’s 15-minute neighbourhood priority by coordinating across Council departments to promote and assist with the delivery of place-making projects and initiatives.  Reports to the Leytonstone and Walthamstow Town Centre Lead. | |
| **Generic Accountabilities** | **End Results/Outcomes** |
| Ensure service delivery within a diverse environment. Control activities within the service area and ensure professional standards are delivered. | The service is delivered to the quality, Council, professional and legislative standards required.  Integrated service development and delivery is informed by client, partner and stakeholder views, latest thinking, good practice and legislative requirements.  Corporate strategies are effectively implemented within area of responsibility.  Service delivers excellent customer service. |
| Identify, secure, deploy and manage the resources necessary for the professional service area to meet/exceed its objectives. | Resources including equipment and systems are utilised optimally and efficiently.  Budgets are planned, developed and delivered. Value for money is maximised.  Financial expenditure and financial integrity are controlled to assure regulatory and Council policy compliance. |
| Prepare and present a range of reports (both standard and non-standard) covering area of responsibility. | Reports are prepared, distributed / presented to the appropriate committee/ to the required standards and timescales. |
| Ensure the successful implementation of health and safety legislation, policies and practices. | Risks to staff and others are assessed and managed.  Suitable health and safety instruction and training are provided.  There is a safe working environment. |
| Act in accordance with all policies and procedures which apply to the job and understand the reasons for this. | All policies and procedures are complied with. |
| **Job-specific Accountabilities** | **End Results/Outcomes** |
| Support the coordination of area-based activity in the Leytonstone and Walthamstow. | Contribute to coordinated town centre activation programmes for the borough’s two main town centres.  Delivery of the borough’s 15-minute neighbourhood priority. |
| Prepare reports and data to support the delivery of town centre projects and initiatives. | Support the work of the Town Centre Lead to provide clear, timely and effective updates demonstrating progress with delivering the action plans for each town centre |
| Manage projects which support existing businesses and attract good quality new businesses that diversify the offer in each town centre. | Projects are delivered to agreed specification, timescales and budgets in line with Council and local business objectives. |
| Deliver place-making initiatives, in consultation with town centre stakeholders. | Implementation of enabling place-making improvements in and around the town centres to meet the objectives of the 15-minute neighbourhood priority.  Engagement with colleagues, partners, operators and community and business groups to support the delivery of new public realm, art, programming, culture, workspace and meanwhile projects as appropriate. |
| Engage with local business regularly and provide updates on business support, grants, initiatives, and any Council plans that might impact or benefit them. | Customised business communications to support, guide and inform town centre businesses and encourage ongoing dialogue. |
| Work with business owners, and funders to support town centre promotion and public realm improvements. | Secure support and funding to match Council-led investment  Investment opportunities are maximised and the Borough is open for business. |
| Support the facilitation and continuation of business-led forums to co-ordinate activity and develop partnerships. | Business forums are led by businesses with the council facilitating formation, development of a shared business plan and implementation of projects.  Constructive working relationships are established and maintained to deliver improvements. |
| Maintain data on the economic ‘health’ of each of the town centres and track information on supply (vacant commercial properties, business leases) and match these with demand (interested businesses and operators). | Complete monthly town centre ‘health checks’ providing information on vacancies, new openings and refurbishments.  Opportunities for investment and employment are identified and maximised. |
| Produce promotional strategies and help organise events to animate the town centres and encourage people to visit. | The Council promotes a coherent, consistent and compelling story/offer to bring residents and visitors into town centres. |
| Review the planning and development plans for each town centre and assess the value of new development in terms of impact on the health of the town centre. | Link to the wider work of the Economic Growth directorate (Regeneration, Planning, Property, Housing) to communicate proposals and the benefits from development for the two town centres to internal stakeholders as part of the coordinated delivery plans. |
| Implement procedures to meet corporate and legal requirements. | The team is compliant with all relevant legislation, regulations, codes, requirements, standards and guidelines.  Compliance is measured, monitored and reported. |

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| **Resourcing**  Not a budget holder |

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| **Knowledge, Skills and Experience** |
| Project management skills, with demonstrable track record of delivering and monitoring town centre/high street improvement projects  Relevant experience delivering business support and/or economic development and regeneration projects, with a track record of delivery appropriate to the role  Good numeracy skills  Good analytical and problem-solving skills  Ability to communicate effectively using a wide variety of media and methodologies, including written, oral and visual means of communication  Well-developed interpersonal and persuasion skills  Excellent project manager, with the ability to mobilise resources effectively and motivate others to deliver on objectives  Self-motivated, enthusiastic and driven to achieve success  Creative and innovative  Resilient in the face of a demanding workload and conflicting priorities  Commitment to equality, diversity and inclusion in all aspects of service delivery |
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The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities that may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.