**LITTLEHAMPTON TOWN COUNCIL**

**Job Description**

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| **DEPARTMENT:** | Communications and Events |
| **LOCATION:** | Littlehampton, Manor House |
| **JOB TITLE:** | Project Officer: Town Centre Strategy |
| **GRADE:** | NJC Scale 4 to 5 SCP 7-17 £25,584 to £30,060 (£13.26 to £15.58 per hour) |
| **RESPONSIBLE TO:** | Communications and Marketing Manager |

**MAIN PURPOSE OF THE ROLE:**

To support the Communications and Marketing Manager in delivering the Town Centre Strategy and other related initiatives, taking the lead in project delivery.

To plan and co-ordinate a broad range of projects, events, actions and engagement activities to deliver the Town Centre Strategy Action Plan.

To foster and develop excellent relationships and partnerships with private businesses, the Littlehampton Business Forum, other councils, local agencies and the voluntary and community sector to deliver the Action Plan and regeneration objectives that enhance the Town Centre.

**Key Tasks**

1. To manage, monitor and evaluate the Town Centre Action Plan and produce reports updating the council on outcomes including proposals to achieve the overall aims and objectives of the Strategy.
2. To work with the Events Manager, in planning, developing and delivering Town Centre events and initiatives that achieve the Town Centre Strategy, helping to make Littlehampton Town Centre an attractive and vibrant place to visit, boosting the local economy and strengthening community relationships.
3. To work in partnership with stakeholders and other organisations to promote actions to safeguard and enhance town centre safety and security.
4. To organise various Town Centre related meetings and workshops for the Town Centre Action Group.

1. To develop marketing and publicity materials using a wide range of media including social media and websites to promote the town centre as a place to invest, work, live, visit and enjoy leisure time.
2. To coordinate and deliver communications and marketing including a regular newsletter that supports the aims and objectives of the Town Centre Strategy including managing webpages.
3. To produce and undertake satisfaction surveys, analyse and produce evaluation reports to inform policy change.
4. In relation to the Town Centre portfolio of work, assist the Events Manager with the yearly programme of events and the Visit Littlehampton tourism brand.
5. To explore, negotiate, and secure quotations and contracts of services related to the area of work as required by the Town Council and monitoring the performance and delivery of these contracts, including the Town Council’s Christmas Lights contract.
6. To periodically research potential funding opportunities that support and develop the portfolio.
7. To monitor and control income and expenditure within the approved budgets in a manner approved by the Town Clerk and Deputy Town Clerk and Responsible Financial Officer and with an appropriate audit trail.
8. To assist with special projects from time to time as required.
9. To comply with the Town Council’s Health and Safety Policy at all times.
10. Apply consistently the principles of Equal Opportunities, as embodied in the Town Council’s policies and practices throughout the duties outlined.
11. To undertake available training opportunities identified through appraisal and supervision and show a commitment to continuous development, to maximise your potential and ensure the efficient and effective delivery of Town Council services.
12. To undertake any other tasks commensurate with the grading of the post, as required by the manager/supervisor or the Town Clerk, ensuring that all duties undertaken are done so in accordance with departmental policies, practices, procedures and standards.

This job description sets out the duties of the post at the time when it was drawn up.  Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed.  Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

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**Person Specification**

Post Title: Project Officer – Town Centre Strategy

Location: Littlehampton

Grade: NJC Scale 4 to 5 SCP 7-17 £25,584 to £30,060 (£13.26 to £15.58 per hour)

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|  | **Essential Criteria** | **Desirable Criteria** | **Method of Assessment/**  **Source of Information** |
| **Key Skills & Abilities** | * Excellent ICT skills, able to use Microsoft Office software with confidence * Proficient with the Internet, Email and Social Media * Ability to communicate effectively both verbally and in writing to a range of audiences including customers, councillors, third party contractors, colleagues and stakeholders * Ability to effectively organise own workload and meet tight deadlines, managing changing and conflicting demands * Ability to undertake a diverse workload * Ability to make decisions that fall within level of responsibility * Ability to use own initiative and work independently * Ability to respond positively and proactively to unexpected problems and situations * Ability to take notes * Good numeracy and literacy skills | * Negotiation skills | Application form/Interview/  Reference |
| **Education &**  **Qualifications** | * GCSE Maths and English or equivalent | * Project Management qualification * Event Management qualification | Application form |
| **Knowledge** | * Working knowledge of Microsoft Word, Excel, Power Point, Outlook and Internet Explorer * Knowledge of health and safety and risk management in relation to activities and events | * Knowledge of the principles behind successful event planning * Knowledge of the services provided by Littlehampton Town Council * Knowledge of Littlehampton * Awareness of equal opportunities, Equality Act 2010 | Application form/Interview |
| **Experience** | * Experience of working in a busy office environment. * Of social media, databases and the Internet * Providing customer focussed services to the community * Experience of assisting with events/functions * Experience of supporting the delivery of projects | * Experience in using design software such as Canva to produce promotional materials | Application form/Interview/  Reference |
| **Personal Attributes** | * Excellent interpersonal skills * Ability to work in a team * Willingness to take on a range of tasks as required * Customer focused * Flexible and self-motivated approach to work * A positive approach to problem solving * Diplomatic and assertive |  | Application form/Interview |
| **Other** | * Flexible with working hours * Ability to undertake manual handling tasks * Ability and willingness to work evenings and at weekends |  |  |
| **Date (drawn up): 01.08.22, revised 24.03.25**  **Reference of Officer(s) drawing up person specifications : LC, SC** | | | |