

JOB DESCRIPTION

Job Title	Rugeley Development Manager
Responsible for	No staff
Reports to	Town Clerk

Job Purpose (summarised below)
To promote the town centre and satellite retail centres in Rugeley. To develop and implement an events programme for Rugeley, engaging with retailers, businesses, schools and community groups. The overall objective is to work with partners to create a town centre where shopping, working, living and doing business are positive experiences.

Principle Responsibilities (summarised below)		
No.		Agreed
1	Work with the Town Clerk to deliver a professional, proactive and creative service which supports Rugeley Town Council's vision and objectives for Rugeley	
2	Plan and oversee a range of events throughout Rugeley to promote local groups and businesses, promote the town, recognise significant annual events etc.	
3	Obtain sponsorship to support events. Apply for grants and funding to help fund or match fund projects and initiatives in Rugeley.	
4	To develop and deliver plans for supporting businesses and visitors to the centre, including crime, anti-social behaviour and signage.	
5	To prepare an integrated communications and marketing plan for Rugeley – including effective promotional campaigns, town centre branding, and management of social media content.	
6	Create high quality copy for the media, handle reactive media enquiries and identify opportunities to gain positive media coverage	
7	Develop proactive and engaging digital communications, including social media strategy and channels and track campaigns using analytic tools	
8	Translate ideas and objectives into eye-catching, attention grabbing, engaging and targeted communications campaigns	
9	Conduct a business survey and ensure a minimum number of 50% businesses participate.	
10	Produce quarterly newsletters for businesses and retailers.	
11	Work independently to plan, lead and implement projects which support tourism including communication of culture, history, the arts and walking and cycling in and around Rugeley.	
12	Work with partners at Cannock Chase District Council, Rugeley Traders Association and Rugeley Lottery to ensure a co-ordinated approach to the projects and initiatives.	

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Core Responsibilities for Rugeley Town Council Staff	
	<p>Team and Personal Performance Take responsibility for personal performance and the development of personal skills to ensure the required skills, knowledge, and competence to fulfil the role.</p> <p>Communicate skills and knowledge to colleagues to support the development of their personal and professional competence.</p> <p>A flexible approach to working evenings and weekends is required, although this will always be with as much notice as possible. Likewise: some Bank Holidays.</p> <p>The post-holder has personal responsibility for safety in accordance with Health & Safety legislation and Council policies. The postholder will be expected to behave in a sustainable and ethical way; and to spend public funds wisely.</p> <p>Members of staff are to abide by and promote equalities within the Town Council as outlined in the NJC Pay & Conditions of Service and Council's Constitutional Policies. You should be committed to the Council's Equal Opportunities Policy as described in the staff handbook and to ensure equality of opportunity in service delivery.</p> <p>This job is reflective of the current position and is subject to review and a iteration in detail and emphasis in the light of future changes or developments.</p> <p>Personal Accountability Manage the areas of responsibility attached to the post or commensurate with the role.</p> <p>Values and Behaviours Encourage and promote the values of Rugeley Town Council and comply with the required standards of conduct and so promote the Council within the community by acting with integrity and honesty.</p> <p>Promote and adhere to Rugeley Town Councils Equal Opportunities Policy and principles to support the development of a diverse workforce and respect the views and needs of the wider community.</p>

Staffing	
	Supervise temporary staff, volunteers and marshals as appropriate.
Other Key Statistics	
	<ul style="list-style-type: none"> • Experience of providing excellent front line customer service • Ability to build a rapport with customers and establish and maintain excellent relationships at all levels in business • Excellent communication skills • Excellent standard of written and spoken English • Experience of financial management

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Person Specification		
	<ul style="list-style-type: none">• Knowledge and understanding of issues affecting the town centre with an understanding of current good practice and innovation in town centre management.• Experience in marketing and promotion• Good financial skills• Good IT skills – especially in social media• Experience of working collaboratively across the public, private and voluntary sectors to deliver improved outcomes• Experience of working directly with businesses and business group in a similar role• Experience of managing or co-ordinating programmes or projects and successfully delivering outcomes.• An honest, efficient and flexible approach: prioritises workload to meet targets and deadlines, manages multiple priorities and adapts quickly to changing requirements• Accurate record keeping and reporting skills• Commercially and community focused and a creative problem solver• Pro-active; able to self-motivate and use own initiative by identifying tasks, projects and/or potential problems in advance, creating solutions and taking ownership of outcomes appropriately• High attention to detail and will be able to ensure smooth running of events• Excellent communication and time keeping skills• They must be a team player and have the ability to multi task and work calmly under pressure• They must be available to work anti-social hours (evenings and weekends) as business needs. Time Off In Lieu will be given when working at evenings and weekends up to a maximum of 10 hours per month.	

Signed:

Position:

Date:

Signed:

Theatre Manager:

Date: