**OLDHAM COUNCIL**

**JOB DESCRIPTION**

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| **Job Title:** | Place Making Officer |

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| **Directorate:** | Place | **Division/Section:** | Estates and Place Making |
| **Grade:** | 6 | **JE Reference:** | 11130 |

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| **Job Purpose** |
| The purpose of this role it to co-ordinate and deliver a programme of work to create a green and growing economy and to ensure the Council’s vision, priorities and values are actively promoted and delivered.  To coordinate and support the implementation of projects and programmes that revitalise and sustain the city and town centres working alongside, and complimenting work of regeneration colleagues.  To undertake engagement with key communities including with businesses, residents and elected  members and work with a range of internal services.  To champion and participate in developing new ideas and projects that improve the economy of the borough, broaden the offer, and improve the sustainability and performance of the businesses who are located within them. |
| **Key Tasks** |
| Develop positive working relationships with business associations and individual businesses and to ensure that relevant rules, procedures and lease conditions are adhered to.  To act as key officer/adviser working with private sector organisations and stakeholders who impact on the town centres and direct the delivery of initiatives which impact on the centre.  Act as a primary Council contact for businesses seeking to understand their business needs and challenges and how support may be provided.  To support the development of an effective programme of business support to help existing businesses adapt and evolve and to support new businesses to establish themselves and grow.  Identify, respond, coordinate, and write funding bids to securing funding for projects that will support the aspiration of the borough.  Co-ordination of the efforts, resources and interests of all stakeholders to enhance the attractiveness of the Town Centre Offer.  Delivering stakeholder and consumer communications.  Support with the planning and delivery of consultation events to engage with the public and partners on key projects that support the borough visions and masterplans  Promote Oldham as an investment location; and support activities which promote/market the area (including specific sites/developments and businesses activities as may be required) and ensure the Council plays a proactive role in supporting business networks.  Support Council Services, public and private sector partners to bring forward new projects that will support aspirations and have a lasting effect on the place, and the economy.  To be involved with the development of place networks, to inform the future vision, management, and development of the borough.  Gather and report on local intelligence to shape private sector development and economic growth.  Provide information and support to internal colleagues to deliver events and visits from funding bodies and trade associations.  To work collaboratively with relevant officers and stakeholders to maximise the opportunities and potential of town centres and markets in defined cultural, retail, leisure and business programmes.  To prepare reports and make presentations to committees, boards, internal groups and external organisations as required and to be a visible and positive representative for the borough and Oldham Council  To work closely with other officers and stakeholders to make the markets and town centres a safer place to live and work. To react in the event of an emergency including attendance at the premises as appropriate.  Keep abreast of local and national developments in markets and town centres and work with officers to proactively develop the service accordingly.  To shape and lead engagement with key communities including with businesses, residents and elected members and work with a range of internal services.  To champion and develop new ideas and projects that improve the attractiveness of the borough, broaden the offer, and improve the sustainability and performance of businesses. |

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| **Standard Duties:** |

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| 1. | To actively promote Equality, Diversity and Inclusion in the workplace and in service delivery. |
| 2. | To uphold and implement policies and procedures of the Council, including customer care, data protection, finance, ICT, safeguarding and health & safety policies. |
| 3. | To actively engage with the behaviours and values of the Council to promote and support our Co-operative Agenda. |
| 4. | To undertake continuous professional development and to be aware of new developments, legislation, initiatives, guidelines, policies and procedures as appropriate to the role. |
| 5. | Undertake any additional duties commensurate with the level of the post. |

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| **Contacts:**  Senior officers within the Council  Elected Members  Independent, regional and national businesses  Landlords  Property owners  Members of the public  External funding bodies inc. national government  Strategic Partners and Town Centre Stakeholders  Police and other emergency services  Voluntary, Community and Faith Sectors, and other relevant external organisations and businesses |

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| Relationship To Other Posts in the Department: |

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| **Responsible to:** | Economic Development Manager |
| **Responsible for:** | N/A |

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| **Special Conditions:**  None |

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| **Values and Behaviours:** |
| By living our Values and Behaviours we will deliver the change we need to meet our Corporate ambitions for Oldham.  **Our Values:**  **Proud**  We take pride not only in what we deliver for the residents of Oldham but also in how we deliver it.  **Ambitious**  We recognise the challenges we face and are committed to setting high aspirations to overcome them, with determination and focus.  **Together**  We believe in shared solutions, working across sectors and with our communities to achieve common goals and deliver the quality services Oldham deserves. |
| We have **five Behaviours** which outline the priority areas of focus for staff at all levels:   * Work with a Resident Focus * Support Local Leaders * Committed to the Borough * Take Ownership and Drive Change * Deliver High Performance   More information around our Values and Behaviours can be found on our Greater. Jobs pages together with information about the staff benefits we offer. |

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|  | **DATE** | **NAME** | **POST TITLE** |
| **Prepared** | 1/11/24 | Maria Cotton | Assistant Director Property, Investment and Place Making |
| **Reviewed** |  |  |  |
| **Reviewed** |  |  |  |

**OLDHAM COUNCIL**

**PERSON SPECIFICATION**

**Job Title:** Place Making Officer

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|  | **Selection criteria**  **(Essential)** | **Selection criteria**  **(Desirable)** | **How Assessed** |
| Education & Qualifications | Degree, training or demonstrable  successful experience in a relevant  professional discipline. | Qualification in place  management | AF / I |
| **Experience** | Previous customer relationship  management experience.  Proven success of operating  commercially in stakeholder  organisations  Experience of working directly with  businesses and business groups in  a business support or similar role.  Proven success of operating  commercially in stakeholder  organisations.  Significant experience of managing  budgets and financial record  keeping.  Experience of writing proposals for  consideration by senior personnel.  Previous experience of being  involved in or leading the delivery of  projects. | Significant experience working in or with a town centre management team. | AF / I  AF / I  AF / I  AF / I  AF / I  AF / I  AF / I |
| **Skills & Abilities** | Excellent project management skills and able to work on multiple projects at any one time.  Highly organised and highly  motivated with an ability to work both on own initiative and as a team player, contributing expertise and leadership in a diplomatic fashion.  Creative and intuitive problem solver.  Excellent prioritisation and time management skills, coupled with ability to work under pressure and to tight deadlines.  Flexible in approach to hours, input and adapting to change.  A high level of attention to detail in  delivery of all projects.  Conflict management and negotiation skills.  Good oral and written communicator.  Engaging approach; able to present complex information clearly. |  | AF / I  AF / I  AF / I  AF / I  AF / I  AF / I  AF / I  AF / I  AF / I |
| **Knowledge** | Detailed knowledge of the processes involved in effective customer relationship management.  Detailed knowledge of grant funding  processes and expenditure  Significant knowledge of business  planning, business growth and  business sustainability  Knowledge of regeneration, economic development and business support strategies, policies, and practice  Industry knowledge of a range of business sectors, in particular tourism, hospitality, retail, business and finance.  Knowledge of marketing processes  involved in promoting and engaging  a target audience. | Significant understanding of local and national economic development in the tourism, hospitality and retail sectors | AF / I  AF / I  AF / I  AF / I  AF / I  AF / I |
| Work Circumstances | Able to work flexibly to meet the demands of the service (including evening and weekend as necessary)    Must hold a valid driving licence. |  | AF / I  AF / I |

*Abbreviations:* AF = Application Form; I = Interview; AC = Assessment Centre; T = Test

**NB. - Any candidate that meets the criteria of our Guaranteed Assessment Scheme and meets the essential criteria of the role, will be guaranteed the first stage of assessment (whether that is an interview or another assessment, as appropriate).**

**Our Guaranteed Assessment Scheme supports candidates with disabilities, have previously been in or currently in care, those that are carers, and those who have served in the Armed Forces as a regular, reserve or cadet.**