



## SUDBURY TOWN COUNCIL

### TOWN CENTRE MANAGER

#### Job Description and Person Specification

##### **Job Purpose**

Reporting to the Town Clerk, to act as an ambassador for the Town Council by fostering relationships between the Council and local businesses and organisations.

To promote and manage Sudbury Town Centre by developing successful partnerships with businesses and organisations in order to drive forward and deliver the revitalisation of the town centre.

To work with Market Manager to revitalise twice weekly market in order to ensure its future sustainability

##### **Main Responsibilities**

To carry out a range of activities, which foster, develop and build relationships between the Town Council, County and District Councils and the Chamber of Trade & Commerce, businesses, resident and community groups and other town centre interests.

To develop successful partnerships with businesses and other organisations to create a town centre that is vibrant, safe, accessible and sustainable.

To publicise and promote twice weekly market creating promotional material and using the press and social media.

To engage with current market traders and work with Market Manager to attract more stall holders and make best use of Market Hill space.

To work with the District Council to promote the Town as an excellent place for retail, leisure and business opportunities and a wonderful place to visit through its diverse offer and strong heritage links.

To update Town Council website ensuring Sudbury gains maximum exposure

##### **Person Specification**

Excellent interpersonal, communication and presentation skills; innovation, creativity and media awareness

Marketing/promotional skills – experience of managing website

Ability to work on own initiative but also good team player

Excellent negotiating skills and the ability to motivate others and demonstrate initiative