**MOLD TOWN COUNCIL**

**JOB DESCRIPTION**

**BUSINESS AND REGENERATION OFFICER**

**Purpose of the Job:**

To maintain and improve the quality and viability of Mold Town Centre for all users by acting as a co-ordinator and catalyst and encouraging co-operation between key stakeholders and to ensure the promotion of Mold as an ideal place for shopping, tourism, living and working.

**Responsible to:**

The Clerk and Finance Officer and Mold Town Council.

**Key Accountabilities:**

To contribute to the development and delivery of a shared vision for Mold and to undertake specific initiatives to improve it's attractiveness, accessibility, economic viability and security;

To promote future development and redevelopment opportunities of Mold, projects which improve or promote the Town Centre and day to day management issues which affect the Town;

To identify and apply for new funding initiatives to implement these opportunities;

To enhance communication between providers and users of Mold Town Centre services and facilities;

To co-ordinate the resources and interests of all stakeholders to enhance the quality, attractiveness and success of Mold;

To improve the consumers experience and perception of Mold Town Centre;

**Hours of Working:**

The Business and Regeneration Officer is expected to work the equivalent of 22.5 hours each week. It is not possible to be precise as to which hours will be worked each week as this will be dependent upon the requirements of the job and flexibility is needed. The hours of work will be agreed each week with the Clerk and Finance Officer. There will inevitably be a need for working outside of normal office hours and the rate of pay reflects this requirement.

**Rate of Pay:**

The salary will be in the pay range SCP 31-34 (£28,785-£31,371). The salary will be paid monthly by bank transfer on the 18th day of each month.

**Term of Employment**

This is a permanent contract.

**Holiday Entitlement**

The Business and Regeneration Officer will be entitled to the pro-rata equivalent of 23 days, excluding bank holidays.

# Main duties and responsibilities

1. PARTNERSHIPS & COMMUNICATIONS

To build relationships and improve communication with stakeholders, funders, council services and partner agencies in development of the town. –

* First point of contact with town centre businesses/traders
* Keep businesses/traders informed of development(s) in the town centre
* Regular meetings with businesses/traders
* Social media to promote key messages
* Trouble shooting – i.e. dealing with issues reported by businesses/traders – e.g.environmental.
* Work with the County Council in the development of initiatives and proposals for the Town
* Represent Mold businesses on the Flintshire Rural Development Partnership, which is responsible for applying for European Funding for the rural areas of Flintshire, including Mold.
* To promote understanding of Public and Private Sector needs and operational

requirements of the other Sector.

1. CO-ORDINATION
* Co-ordination of the efforts, resources and interests of all key players in the town centre to enhance attractiveness.
* Completion of grant applications to various bodies for eg funding for projects concerning environmental improvements.
* Seeking and then putting to best effect sponsorship for initiatives.
* Contribute to the establishment and management of effective partnerships to support the delivery of regeneration activities
* Utilising available resources to best effect.
* Encouraging other involved organisations to pool resources to maximise effect on town centre.
* Support all of the various agencies and organisations having an interest in the development of the Town.
* Liaise with and develop a close working relationship with the Commercial Letting Agents / Property Surveyors who manage units in the Town.
* Improving other organisations' awareness of town priorities and how they can

assist.

1. BUSINESS PLAN
* Assist in the creation and delivery of a pro-active business plan agreed and approved by the town council
* To promote the town outside the immediate catchment area ensuring Mold is known as a destination of choice and developing shopping centre
* To work with the County Council and consultants on the feasibility study for a Business Improvement District (BID) in Mold.
1. IMPROVEMENTS

To undertake and assist with specific initiatives to improve and develop the attractiveness and accessibility.

* Attractiveness - To monitor standards, e.g. street cleansing, removal of graffiti,
* flyposting, etc.
* To liaise with the Public Realm Inspector and Enforcement Wardens to highlight and
* act upon areas in need of improvement and respond appropriately thus enhancing
* visitor experience.
* Accessibility
* To improve links with disabled groups
* To ensure that the town centre delivers the standards required
* To improve and monitor the signage around the town centre.
1. SECURITY
* Co-ordinate and manage the Crime Prevention Groups, monitor crime levels and coordinate action to reduce crime and fear of crime in the town centre in partnership with South Flintshire Police
* Continued development of safer town centre via shopwatch and pubwatch schemes
* Radio scheme / Flintshire Against Business Crime
1. DEVELOPMENT
* Supporting the attraction of business investment
* To encourage a higher footfall and dwell time of the shoppers into the town via:
* Future development of the extension of trading hours for the town, ie Sunday, Bank, Holidays and later evening trading.
* To support the developing evening and night time economy
1. MARKETING AND PROMOTING THE TOWN CENTRE

To maximise the opportunity to market and promote the town using a variety of

methods including

* Website – regularly updated
* Social media
* Seasonal activities & promotions– (not necessarily events) e.g. Small Business

Saturday, etc.

* To promote public perception of the Town Centre as a good place to visit, shop, work,etc., via
* Media - free/paid publicity
* Town Centre newsletter to all businesses
* Supporting other Town Centre events & activities
* Highlighting benefits of Town, e.g. Shopmobility / CCTV, etc.

8 .GENERIC

* To prepare the agenda for the Community, Development and Regeneration (CDR) Committee meetings
* Attend and provide advice at the CDR committee meetings
* Preparation and presentation of reports for the Council, CDR committee and other meetings

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