



LONDON BOROUGH OF MERTON
REGENERATION DEPARTMENT
JOB DESCRIPTION

POST TITLE: Mitcham Town Centre Manager

Grade: ME15

DIVISION/SECTION: Future Merton Team/Economy

Location: Mitcham town centre and Merton Civic Centre, Morden

Responsible to: Programme Manager for Business & Economy

Post number: TBC

Date: March 2023

This is a pivotal role in the transformation and success of Mitcham town centre by managing the town centre, coordinating public services and influencing strategic development. You will engage residents, the business community and local partners whilst promoting the town centre. To input town centre knowledge and intelligence into the development of council policies and strategies and responsible for coordinating external funding bids for town centre or neighbourhood shopping initiatives.

It is a high-profile role based in Mitcham, expected to manage a range of project activities including working with a new market management team as well as close working with local councillors, Council Officers, GLA, businesses, communities and voluntary organisations.

MAIN PURPOSE

To develop and promote the long-term vision for the effective commercial management of the town centre and to establish a close liaison and working relationship with key private and public sector stakeholders to support the delivery of a new market and a night time enterprise zone for Mitcham.

As the Town Centre Manager you will coordinate delivery of public services to ensure high quality outcomes for the centre. As the interface between the projects and Merton's teams to enable the delivery of transport and public realm improvements, a town centre market offer, night-time strategy and any wider regeneration ambitions for Mitcham.

You will be required to negotiate, commission and promote the development of a vibrant town centre that addresses the needs of the business, cultural and visitor communities through partnership and collaboration with the residents, regeneration agencies and the third sector. We want you to develop effective and collaborative working relationships with all stakeholders, creating a Town Centre Group that includes businesses and community representatives interested in making Mitcham a destination.

MAIN DUTIES AND RESPONSIBILITIES

- Champion Mitcham by taking a broad consumers view, being sensitive to the needs and aspirations of residents, visitors, shoppers, commuters, retailers and other business interests and making effective presentations to a range of audiences.
- Support the growth and prosperity of the town centre by working to promote a town centre market, in partnership with a commissioned market management company.
- To promote the wider town centre as a place in which to invest, work, live, visit and enjoy leisure time.
- Lead on the development and implementation of a night-time strategy to support economic uplift, business and high street vibrancy, customer satisfaction, occupied units and external perception.
- Engage with colleagues across the Directorate and the Council to influence strategic development of Mitcham, to ensure cohesive and sustainable social, economic and environmental outcomes that meet the needs of local residents, visitors and businesses.
- Commission and deliver commercial and cultural attractions to promote Mitcham's day and night-time offer, managing a calendar of events and other activities in the town centre in liaison with corporate teams responsible for communications, tourism, arts and culture.
- Lead the management of Mitcham's marketing and publicity programmes social media and promotion, including shopping maps, events leaflets, press activity and other opportunities.
- Monitor the physical environment and public realm, working with relevant agencies and services to improve standards and outcomes.
- Actively pursue the attraction of appropriate high street development, occupiers and resources to the town centre.
- Manage the identification and administration of internal and external funding streams to support these initiatives and other improvements to the town centre.
- Bid for and secure external public and private funding to increase capacity in delivering transformation.

- Keep abreast of policy and legislation in relation to town centre management and produce briefings and reports as required.
- To fully comply with the Council's corporate objectives and procedures and to carry out all duties with due regard to confidentiality and data protection regulations.
- To undertake such additional duties as are reasonably commensurate with the post/grade.

ADDITIONAL REQUIREMENTS APPLICABLE TO THIS ROLE

The post holder is expected to be committed to the Council's core values of public service, quality, equality and empowerment and to demonstrate this commitment in the way they carry out their duties, as may be required which are consistent with the grade and scope of the post, as required.

OTHER REQUIREMENTS

Health and Safety

To ensure that corporate and departmental health and safety policies and procedures are implemented at all times and to raise any concerns regarding their operation or any other health and safety matters with the appropriate line manager.

Equal Opportunities

To be aware of the council's Equal Opportunities Policy; to understand it and to adhere to it.

Customer Care

To assist in ensuring that the Authority's aims regarding customer awareness are achieved.

New Technology

To make use of information technology where necessary in the areas of responsibility and to develop IT use in consultation with the appropriate technical officers.

LONDON BOROUGH OF MERTON
ENVIRONMENT and REGENERATION DEPARTMENT
PERSON SPECIFICATION

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Knowledge

Knowledge of best practice and innovative approaches to communicate to support project management, town centre management and regeneration.

Knowledge of a wide variety of issues within regeneration, investment and renewal, heritage, sustainability economic development, business and community engagement.

Evidence of successful project delivery including achieving agreed outcomes to time and within budget.

Experience of leading and delivering proactive operational and promotional town centre management services.

Experience and understanding of the importance of visitor promotion.

Sound understanding of the legislative and policy framework of local government and specifically in relation to town centre management and maintenance.

A proven track record, over time, of achieving positive outcomes for businesses and partners.

Knowledge and awareness of issues relating to equal opportunities.

Knowledge of external and council budget management systems.

Knowledge and appreciation of urban design and public realm improvements that stimulate economic growth.

Skills & Abilities

Experience of town centre management or similar project management

Experience in project managing multi-disciplinary cross cutting teams and programmes.

Excellent interpersonal and communication skills, including ability to persuade, influence and negotiate with diverse communities, including consultants, residents, schools, business sectors, private and public organisations at a variety of levels.

Highly developed oral, written and presentational skills and experience in using these to effectively engage with a wide variety of audiences.

Experience of identifying, bidding for and securing funding sources, and experience of managing these funds effectively and efficiently to deliver business or community engagement projects.

Experience of effective leadership and management skills

Experience of effectively managing challenging projects with complex budgets within timescale and delivery of targets. Ability to analyse, prepare and present complex issues and reports in a clear and convincing manner.

Able to set priorities, objectives and deadlines and to prioritise tasks to achieve targets and outcomes.

Ability to plan effectively

Demonstrate political awareness and sensitivity.

Commitment to continuous improvement, delivery of best value and achievement of service objectives.