

REPORT TO PERSONNEL COMMITTEE RECRUITMENT OF TOWN CENTRE AND MARKETING OFFICER



Report Reference P-21-09
Meeting Date 21st October 2021
Agenda Item 4
Prepared by Town Clerk

1.0 BACKGROUND

The incumbent Town Centre and Marketing Officer has given notice to vacate their post. The postholder has provided notice in excess of the contractual requirement and expects to finish their employment with the council at Christmas.

The Town Centre and Marketing Officer is a part time (32 hours) position. The primary responsibilities of the role are to manage the Market Hall and deliver a Town Centre Management service including to engage with the business community and drive footfall. The full job description (as revised in the 2019 staffing review) is provided in Annex A.

2.0 RECRUITMENT PROCESS

On the committee's approval for commencement of recruitment, the post will be advertised via a range of channels for a period of approximately three weeks. Interviews would be held w/c 29th November with a panel comprising three members of the committee and the Town Clerk. The interview would include the candidates giving a presentation¹.

Subject to the notice period of the successful candidate it is likely that they would commence employment in January 2022.

3.0 DECISION REQUIRED

The committee should consider approval of the commencement of recruitment for the vacancy.

¹ For example, to propose an initiative to drive footfall to the Town Centre or Market Hall.

ANNEX A: EXISTING JOB DESCRIPTION

Title	Town Centre and Marketing Officer
Reports to	Town Clerk
Responsible for	None
Hours	32 hours per week
Salary	SCP 18-23 (£24,982 to £27,741 FTE) (£21,606 to £23,992 actual)

- 1) To drive the increased vibrancy of the economy of Knutsford
- 2) To report on, and recommend and develop strategies and initiatives to increase footfall in the town centre
- 3) To undertake the operational management of Knutsford Market Hall including to manage traders and develop initiatives to increase footfall and the market's profile
- 4) To manage the council's outdoor and speciality markets
- 5) To promote the council, its facilities, events and services in line with approved strategies
- 6) To promote Knutsford as a place to visit and do business
- 7) To develop and maintain regular and effective communications with local businesses to understand their needs and assess business confidence
- 8) To generate sponsorship to support council services
- 9) To attend meetings as required for the satisfactory fulfilment of the role
- 10) To ensure the effective line management of staff in accordance with the staffing structure
- 11) To attend council events as required
- 12) To undertake training and professional development relevant to the role of Town Centre and Marketing Officer as required
- 13) To undertake any other duties commensurate with the level of the post as may be required by the Town Clerk