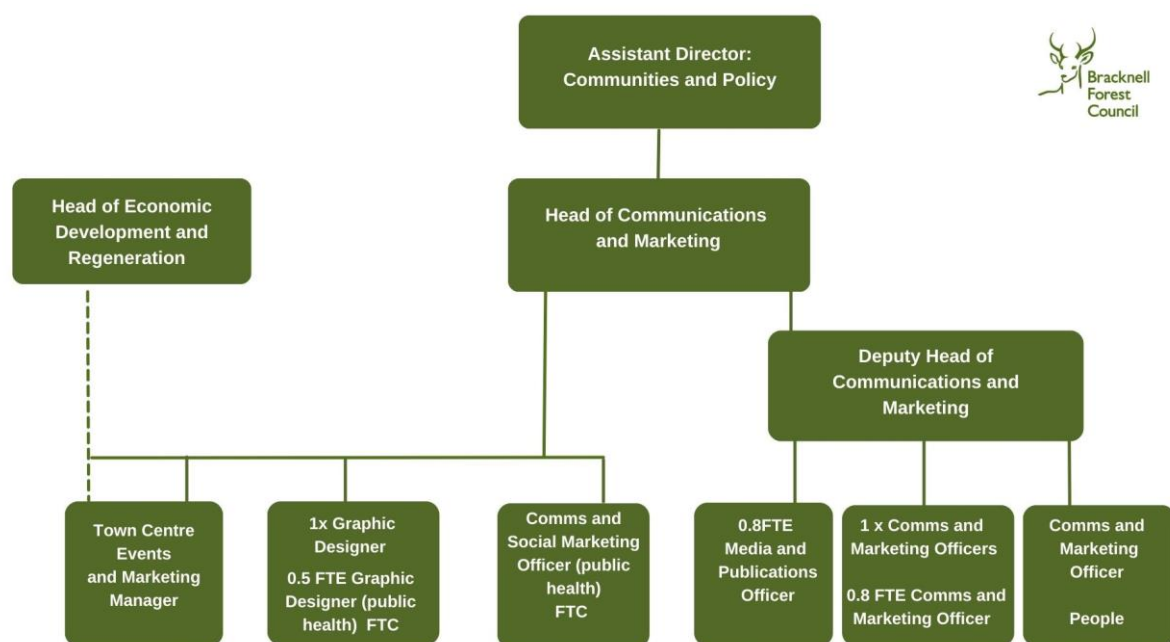


## JOB DESCRIPTION

<b>Job Title:</b>	Bracknell Town Centre Events & Marketing Manager		
<b>Directorate:</b>	Chief Executive's Office	<b>Salary:</b>	£41,179 - £46,421 incl. of £703 LWA
<b>Section:</b>	Communications and Marketing	<b>Grade:</b>	BG-F (SCP 31 – 36)
<b>Location:</b>	Time Square	<b>Work Style:</b>	Flexible

Key Objectives of the role	
<ul style="list-style-type: none"> <li>• Oversee and guide operational town centre management activities, working with various partners like The Lexicon, highways, the police, public health and property owners.</li> <li>• Create and run events and activities to promote Bracknell town centre and encourage economic success and community cohesion.</li> <li>• Work closely with The Lexicon management team to plan and execute popular events and marketing campaigns.</li> <li>• Take the lead on projects that support the town centre's economy and community involvement.</li> <li>• Identify and implement improvements to make the town centre more appealing and address any visitor/stakeholder concerns.</li> <li>• To support other events across the borough as needed, as well as internal staff events.</li> <li>• To deputise for the Head of Economic Development and Head of Communications and Marketing in regard to Bracknell town centre as required.</li> <li>• Manage the budget for town centre activities.</li> <li>• Secure sponsorship and grant funding for activities, events and other costs associated with the post.</li> </ul>	

## Designation of post and position within departmental structure



## Daily and monthly responsibilities

- Manage the daily operations of the town centre, working with other council staff and teams, The Lexicon, and other partners to promote and enhance the town.
- Plan and run community and cultural events to support the ongoing regeneration and economic prosperity of Bracknell town centre.
- Create and implement plans to support town centre businesses and visitors, dealing with issues like crime, anti-social behaviour and financial challenges such as business rates and rent.
- Oversee and manage projects aimed at regenerating and maintaining a vibrant town centre long-term.
- Prepare and submit funding bids, follow procurement rules and manage contracts and brief agencies and suppliers as necessary.
- Look for sponsorship opportunities and secure sponsorship funding for events, activities and other costs associated with the post.
- Work within existing budgets and ensure relevant financial reporting is provided accurately and on time.
- Work with community and business partners to achieve council goals in areas like business rates, parking, cleanliness, business support, training and town centre events, activities and markets.
- Coordinate with the services responsible for the safety and security of the town centre to ensure it is seen as a safe place.

- Collaborate with The Lexicon's marketing team to enhance and complement their event programme.
- Handle day-to-day management of commercialisation projects related to the town centre.
- Prepare and deliver reports and presentations to help senior staff, councillors and stakeholders make decisions about town centre policy and strategy.
- Independently plan and organise your work, especially projects, to ensure competing and conflicting demands are met within reasonable deadlines.
- Write risk assessments to ensure health and safety measures for events in the town centre.
- Promote good customer service, safety, accessibility and environmental awareness to improve the public perception of the town as a place to shop, work, live, visit or invest.
- Manage marketing and promotional activities, both online and offline, to support events, and coordinate communications across council platforms.
- Assist with public safety arrangements, operational activities and associated town centre management functions.
- Deal with members of the public, where required, to answer routine queries and complaints.
- Work with other departments, developers, council members and landowners to exchange information and advise on town centre issues and opportunities.
- Lead project work as requested.
- Deputise for the Head of Economic Development and Regeneration and Head of Communications and Marketing as required.
- Be proactive and confident in coming up with new ideas and learning from best practices.
- Occasionally work evenings and weekends and attend off-site meetings when required.
- Other duties as required consistent with the remit of the role.

### Scope of role

**Impact:** Frequent contact with members of the public, The Lexicon management team, local community and cultural groups, staff at all levels in the council, councillors and development partners.

**Budget :** Town centre management and events and marketing budget. Bid and grant submission responsibilities. Responsible for securing sponsorship.

**Employees :** None .

**Working patterns:** Postholder will be expected to work within a team environment. Occasional meetings outside the office and will be expected. Postholder will be expected to work occasional evenings and weekends with appropriate time off in lieu.

Commitment to the Council's Equal Opportunities policy at all times

Commitment to working within the bounds of the Data Protection Act and GDPR legislation at all times

Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only

## PERSON SPECIFICATION

KEY CRITERIA	ESSENTIAL	DESIRABLE
<b>Skills and qualifications</b>	Educated to A level standard/ or equivalent.	Experience or training in a town or city centre management related discipline or Promotions / events management.  Project management qualification or demonstrable experience.
<b>Competence Summary</b> (Knowledge, abilities, skills, experience)	<p>Previous experience of coordinating, supporting and marketing promotional/events work.</p> <p>Extensive customer liaison experience including face-to-face, over the phone and written communications.</p> <p>Experience of working on complex projects.</p> <p>Working collaboratively with internal and external stakeholders and suppliers on promotions and events.</p> <p>Good working experience of computer systems, including databases and MS software e.g. Excel, Word, PowerPoint.</p> <p>Ability to work to meet deadlines.</p> <p>Good organisational skills.</p> <p>Understanding of various online and offline marketing approaches for events and promotions including social media.</p> <p>Ability to write comprehensive bid and grant documents to secure funding streams.</p> <p>Experience of stakeholder liaison on day-to-day issues as well as sensitive/ confidential subjects.</p> <p>Understanding of the importance of</p>	<p>Knowledge/understanding of public sector.</p> <p>Copywriting experience for a range of audiences and channels.</p> <p>Experience of running and managing tender processes.</p> <p>Experience of securing sponsorship from external parties.</p>

	<p>the procurement process and how to independently source and manage external suppliers.</p> <p>To identify events budgets needed and work within that budget and any associated timeframe.</p>
<b>Work-related Personal Requirements</b>	<p>Methodical approach to work.</p> <p>Good communicator.</p> <p>Excellent inter-personal skills.</p> <p>Flexible and adaptable approach.</p> <p>Self-starter – ability to act on own initiative.</p> <p>Willingness to undertake a range of tasks.</p> <p>Able to work independently as well as part of a team.</p>
<b>Other Work Requirements</b>	<p>Ability to attend occasional evening and weekend activities and meetings outside the office.</p> <p>The ability to converse easily with members of the public and respond effectively to questions in spoken English.</p>
<b>Role models and demonstrates the Council's values and behaviours</b>	<p>Our values define who we are. They outline what is important to us. They influence the way we work with each other – and the way we serve our residents and engage with our communities.</p> <p>We make our values real by demonstrating them in how we behave every day.</p>

**All staff should hold a duty and commitment to observing the Council's Equality & Dignity at Work policy at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and Council policies/procedures.**



EMPLOYER RECOGNITION SCHEME

SILVER AWARD 2024  
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