

**Congleton Town Council  
Role Profile**

<b>Job Title:</b>	Town Centre and Events Officer	<b>Date:</b>	November 2021
<b>Reporting Line:</b>	Deputy Chief Officer Campaigns and Marketing and Partnership Exec	<b>Job Level:</b>	SCP 18-23
<b>Hours</b>	Full Time 37 hours	<b>Considerations</b>	This post will require flexible hours for events

### **JOB PURPOSE**

To support the Deputy Chief Officer Communities and Marketing in creating a vibrant and viable town centre. The post holder will be responsible for developing and implementing promotions and events to increase footfall and attract more investment in the town centre as well as taking the lead on delivering and supporting a wide and diverse range of events for Congleton.

### **KEY RESPONSIBILITIES**

1. To lead on liaison with Town Centre shops and businesses and their representative groups to engage, inform and develop promotions and events to improve footfall, spend and increase dwell time in the Town Centre.
2. To develop and maintain Key Performance Indicators to measure the success of the Town Centre.
3. To provide event management for the Town Council leading on Council events such as Christmas Lights, Easter Treats, Triathlon, Civic Parade, Remembrance Sunday Events and other Civic Events and significant anniversaries.
4. To take the lead on town centre related promotions and marketing. To take an active part in working with partner organisations to develop and bring events and activities to Congleton, such as Pride, Makers Market, Carnival, Food and Drink Festival, Congleton Live, Royal British Legion, Green Fayre
5. Manage the contract for the installation and removal of the town's Christmas lights and other town centre decorations.
6. Ensure that events that CTC are involved with are legal, compliant, and accessible to all

7. To lead on the communications, events and activities associated with the annual Congleton in Bloom programme.
8. To work with the Town Council Business Working Group on regeneration plans for Congleton. To take a lead on correspondence relating to town centre issues, policies, and queries.
9. To lead on Civic Events for the Town Council
10. To be an active member of the Town Council staff and carry out other duties as appropriate for the role as directed by the Deputy Chief Officer Marketing and Communities.

## **DIMENSIONS**

### **Internal**

- No line management responsibility
- Liaise with councillors and employees on projects
- May be required to attend occasional evening meetings
- Will be necessary to work flexible hours to support town-wide events – this will include flexible working for planned event work.

### **External**

- Work with Congleton Community Projects on events
- Congleton Events Group and groups and organisations involved with events
- Liaise with the Congleton Partnership on town centre initiatives
- Work with local groups and volunteers on events – including faith groups, voluntary groups, suppliers, performers, sponsors, media and contractors
- Cheshire East Council Regeneration Team
- Liaise with shops, landlords and other Town Centre stakeholders.

### **Essential Skills**

- Excellent interpersonal communication skills
- Proven event management
- Good knowledge of event health and safety
- Project management and leadership
- Willingness to learn about Place Management

### **Key Skills:**

- Project Management and organisation skills
- Producing effective promotional materials
- Understanding of town centre issues and place management
- Managing event budgets
- Computer literate on windows office suite of programmes.

**Experience:**

- Running complex events within the private or public sector
- Organising promotional events and campaigns
- Working with volunteers, contractors, suppliers and artists
- Briefing the media and preparing publicity materials
- Understanding and experience of print and social media
- Raising funds through sponsorship or grants.
- Working in a busy office environment with competing demands on time
- Liaising with businesses

**Knowledge:**

- Degree qualified or A Levels and equivalent practical experience

**Personal Style:**

- the ability to work on own initiative or as part of a team and to give leadership and direction to others – can-do attitude
- the ability to work under pressure and to tight deadlines
- ability and confidence to take the lead on town centre events
- highly motivated with the ability to demonstrate energy and vision to inspire others
- able to deal with sensitive and confidential information
- desire to make Congleton Town Centre more vibrant and be part of the regeneration of the town
- a commitment to promoting equality and diversity within the community
- a commitment to supporting the climate and nature emergency.
- demonstrate the desire to make a positive contribution to improving the quality of life for people in Congleton