**SAXMUNDHAM TOWN COUNCIL**

**Job Description**

**Job Title:** Town Centre Coordinator

**Place of work:** The Town House, Saxmundham

**Hours of work:** 8 hours of work per week – may include evenings and weekends.

(18 months fixed term contract)

**Salary:** (SCP scale 6 point 19)

**Pension** Option to join the NEST pension scheme

**Responsible to:** Town Clerk

**Responsible for:** Volunteers

**Objective:** The post holder will be responsible for working with the business community, promoting and marketing the town of Saxmundham, as a place to live, work, visit and invest. The role will support the delivery of the Council’s Saxmundham Town Centre Forward Framework.

**Key Tasks:**

* To assist in delivering marketing activities to promote Saxmundham as a visitor destination and as a ‘location to do business’.
* To update the Town Website to encourage visitor engagement and increase interaction.
* To work with the communications working group to ensure that the Town has presence on social media pages, generating news, discussions and engagement from residents, businesses, and visitors from the town.
* To liaise with local businesses to develop information materials for visitors.
* To market the Town through appropriate media opportunities including local, national press and social media.
* To establish and maintain information on local events.
* To support the Events Working Group organising events and professional marketing initiatives to increase the footfall in the Town.
* To work with the Events working Group, local organisations and businesses to develop an events programme for 2022 to mark the 750th anniversary of Town ‘s Market Charter.
* To promote Saxmundham’s outdoor markets and increase the number of stall holders/shoppers.
* To organise specialist indoor/outdoor markets to attract new stall holders and customers.
* To ensure all assigned tasks and duties are completed in a safe manner and comply with safety rules/procedures.
* To seek additional appropriate funding from public and private sources where possible.
* Be prepared to undertake any other duties as directed by the Town Clerk.

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| **PERSON SPECIFICATION** | |
| **ESSENTIAL** | **DESIRABLE** |
| **Qualifications & Training**  BTEC/diploma/degree or equivalent. | * Tourism, Marketing or Events Planning Qualifications * Health and safety or first aid. |
| **Knowledge and Experience**   * Organising public Events. * Using social media to market the town and publicise events * Ability to write press releases and good news stories. | * Experience of using word press and updating websites. * Completing risk assessments. * Understanding of Town Centre regeneration * Knowledge of developing retail markets. |
| **Skills / Abilities**   * Excellent communication and a friendly and welcoming demeanour. * Word processing and experience using the internet and social media. * Good organisational and administration skills required. | * Skills related to applying for grant funding would be beneficial. |
| **Personal Characteristics**   * flexibility is essential as the work may include some evenings and weekends. * Demonstrate a passion for the regeneration of Saxmundham’s Town Centre. * Be a team player. * enthusiastic with a willingness to learn. | * Attention to detail, and an ability to proofread communications. |