

**Frome Town Council**  
**Job Description**  
**Town Centre Coordinator**

**Salary:** Grade 5 SCP 21 – 24 (£32,115 - £34,314) (2024/25)

**Hours of Work:** 22.5 hours per week Monday to Friday - including some occasional evening and weekend work and work on Bank Holidays

**Leave Entitlement:** 25 days per annum plus public holidays (inclusive of 2 extra statutory days) pro rata for part time

**Responsible to:** Economic Development and Regeneration Manager

**The purpose of the role**

To coordinate efforts that will help to improve the experience for those using the town centre and encourage greater footfall. The postholder will develop and coordinate the implementation of an Action Plan that will improve the appearance and vibrancy of the centre. They will also act as a point of contact for businesses, venues and other town centre stakeholders and working closely with other Council staff and partner agencies, address issues and opportunities as they arise. They will also support local regeneration and business development projects.

**Main Responsibilities & Key Tasks**

The Town Centre Coordinator will:

1. Engage town centre stakeholders including business and community representatives, venues, agencies, and service providers to develop an Action Plan that improves the appearance and vibrancy of the Town Centre
2. Coordinate relevant town centre projects that are identified in the Action Plan
3. Act as a point of contact for local businesses, venues and other town centre stakeholders and address issues and opportunities as they arise
4. Foster collaboration between businesses that encourages business development
5. Explore the potential to establish a Business Improvement District and other funding opportunities
6. Work with the business community, agencies, and service providers to address the fragmentation of commercial waste collection arrangements and improve recycling facilities
7. Identify and pursue funding opportunities for town centre initiatives
8. Support local regeneration projects that improve the town centre's offer, enhance public spaces, and encourage greater footfall
9. Gather and analyse data around the performance of the town centre
10. Monitor and report on the progress of town centre projects and initiatives

## General

The responsibility for the smooth running of the Council is incumbent on all members of staff. At certain times – when colleagues are absent or during periods of seasonal or high workloads, for instance - you will be expected to help with or take on additional duties and responsibilities that are in line with the grade and purpose of this role.

A flexible approach to working evenings and weekends is required, although this will always be with as much notice as possible. Likewise, some Bank Holidays.

The post-holder has personal responsibility for safety in accordance with Health & Safety legislation and Council policies.

The post-holder will be expected to behave in a sustainable and ethical way; and to spend public funds wisely.

You will be expected to liaise and work with all other colleagues - with the emphasis being on teamwork, providing assistance to others in covering holiday periods, sickness, and any other contingencies when necessary.

Members of staff are to abide by and promote equalities within the Town Council as outlined in the NJC Pay & Conditions of Service and Council's Constitutional Policies.

You should be committed to the Council's Equal Opportunities Policy and to ensure equality of opportunity in service delivery.

This job is reflective of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

Person specification  
Town Centre Coordinator

**Education - essential**

Degree or equivalent qualification/experience

**Knowledge and skills - essential**

- Knowledge and understanding of issues affecting town centre management and development
- Strong written and verbal communication and negotiation skills
- Ability to gather and analyse data
- Ability to manage projects and budgets
- Ability to develop good working relationships and work as a member of a team
- Ability to use initiative and to be self-motivated

**Knowledge and skills - desirable**

- Knowledge of best practice in managing town centres
- Knowledge of best practice in engaging communities and businesses
- Knowledge of sustainability practices in urban environments
- Familiarity with Frome's local context and community dynamics

**Experience - desirable**

- Previous experience working in town centre management, economic/business development, urban regeneration or community development
- Experience in project management or coordinating multi-stakeholder initiatives

**Personal attributes – essential**

- A passion for place shaping and improving the visitor experience
- A positive, flexible, adaptable approach to work and 'can do' disposition
- Excellent organisational skills
- Commitment to achievement of agreed objectives
- Commitment to personal development and willingness to undertake training
- Willingness to work some evenings and weekends
- Integrity
- A professional and courteous manner
- Ability to communicate at different levels within the Council and wider community
- Ability to think strategically and understand the process and logistics of a project
- Creative problem-solving ability
- Curiosity and a willingness to learn