

Are you passionate about the high street? Could you work with existing traders to help them compete with the new challenges? Can you attract and support new businesses to occupy town centre premises?

Viva Port Talbot Business Improvement District is looking for a High Street Hub Manager to oversee the development on the Glan Afan building project.

Job Description

Job title: High Street Hub Manager / Rheolwr Hwb Canol Dref

Responsible to: **BID Manager** (and ultimately to BID Board of Directors and Glan Afan Project Board)

Position: Fixed term until 31st March 2023 (Probationary period of three months)

Reporting to: BID Manager

Hours of work: 37 hours per week. Regular evening and weekend working required.

Salary: £32,000 dependent on experience. Contribution to pension after probationary period.

Location: Port Talbot town centre. When available within the Glan Afan Hub. Working remotely for as long as Covid restrictions dictate.

Background

In November 2019, businesses in Port Talbot town centre voted overwhelmingly in favour of establishing a Business Improvement District (BID). This is a business led and funded initiative, which will raise £324,000, to be spent on key projects to improve the town centre.

Viva Port Talbot BID is now seeking an exceptional candidate who is passionate about revitalising the high street to manage the Glan Afan project.

This project is targeted on and based in Port Talbot Town centre. Its aims are to generate more vitality and vibrancy to the town centre, providing more purposes for people to visit through establishing a new resource, and in so doing create new enterprises and jobs while delivering services to local residents and businesses:

- Test marketing set-up - including pop-up unit and 4 x market stalls
- Limited number (4) of co-working spaces
- Meeting space to support community capacity building and business collaboration
- A “last mile” logistics centre to promote environmental sustainability

Job Purpose

Above all, the manager must be passionate about regenerating town centres. They will be responsible for realising the concept, deploying the staff team, marketing and continually evaluating and fine tuning the model in conjunction with the board. It is planned that at the end of the two years of CCF funding that a revised operating model will be in place and that the

development aspects will have diminished to the point that the management time required will be reduced as a more administrative /operational phase will be reached.

This will potentially allow the redeployment of the manger's time to support the broader aims of the Viva Port Talbot BID and achieve its aims as set out in the business plan. This will be achieved by liaising with and developing strong relationships with businesses, development agencies, police and the local borough council, interpreting ideas into practical deliverable actions and coordinating activity and project management to enable the delivery of the BID business plan.

Main Responsibilities and Activities

Management

- Develop the conceptual approach in conjunction with the BID executive, Directors and key partners such as Coastal Housing Association and NPTCBC
- Manage the work of colleagues, contractors and / or consultants engaged to deliver the project.
- Support the implementation of the building strategy both during its development and in the subsequent project delivery phase.
- Identify and determine projects for delivering the aims and objectives of the project. Prepare project plans, understand critical paths. Directly deliver projects and work with suppliers and businesses to support and enable this project delivery.
- Identify and make applications to external organisations for further grant funding.
- Keep accurate accounts of project expenditure through accounting procedures and bookkeeping aligned closely with those of the broader BID programme.
- Marketing of the centre including updating social media (Facebook, Twitter etc)
- Running events and promotional campaigns

Engagement

- Work with existing traders to help them compete with the new challenges
- Attract and support new businesses to occupy town centre premises
- Identify opportunities where, by working with partners to support or add value to their project delivery, it will assist in meeting the project's aims.
- Develop working groups of stakeholders to engage them in the project delivery, providing a lead as chair of these meetings, structuring agendas, recording notes and coordinating resulting actions and activity.
- Coordinate the production and distribution of publications and promotion such as leaflets, newsletters press releases and digital media.
- Develop contacts with local press and media.
- Act as a high-level advocate for the project.
- Communicate effectively with businesses, development agencies, statutory and local authorities to gain support and commitment to the delivery of the project aims.
- Develop and implement systems to keep local businesses, partners and the broader community, aware of the activities of the project and engage them as appropriate.

Reporting and Representation

- Coordinate and attend meetings including board of directors and project groups, structuring agendas, providing a brief to the Chairs and supplying the directors with the necessary literature and reports to allow them to come to informed, relevant and accurate decisions, Where required, recording minutes and coordinating resulting actions and project delivery.
- Monitor project delivery and report progress and project plans at those meetings.
- Maintain accurate financial records and adhere to financial protocols.
- Work with the Board of Directors to support them in safeguarding the financial position of the BID company to ensure that performance is at least in-line with approved budgets.
- Liaise on a regular basis with the primary funder, Coastal Communities Fund.
- Represent Viva Port Talbot BID at appropriate internal and external events.
- Represent Viva Port Talbot BID on other partner forums, groups and committees.
- Attend relevant meetings, seminars and conferences to support the development of the project.

The ability to speak Welsh would be an advantage for this post.

Please send a covering letter and full CV to mandy.jenkins@themeans.co.uk with Viva Port Talbot Project Manager application' in the subject bar of the email.

For an informal discussion about the post, please contact Peter Williams on 07710 337594.

Closing Date for Applicants is TBC.