

## **Town Centre Manager – £33,000 (FTE) pro-rata 22.5 hours per week**

Haverhill is a growing town in Suffolk providing an attractive place to live and work. However, national economic factors have contributed to a sense of decline in the town centre, with closures of branches of national chains making conditions difficult for independent traders. A vibrant business community, particularly those in the town centre, but also on our industrial estates and in local shopping centres is essential for the town. Accepting that British High Streets have to change to survive, we need active engagement with businesses to help them survive and grow, attract new businesses that contribute to the marketing mix and ensure the actions of the local councils take into account the views of business owners.

Haverhill Town Council and West Suffolk District Council are looking for a dynamic person to carry out this role.

The post holder's primary role is the effective management and marketing of the Town Centre and Haverhill as a place to visit and to invest. This will be achieved by engagement with business and representing their views to the Town and District Council.

You will be self-motivated, task orientated with a passion to succeed, have excellent interpersonal & communication skills, tact and diplomacy & project management experience. The post will be demanding but varied and is not a job for the fainthearted. Whilst employed by the town council the post holder is required to primarily be the agent of Haverhill businesses collectively.

A flexible attitude to working hours is required.

For more information or an informal discussion, please contact [colin.poole@haverhill-tc.gov.uk](mailto:colin.poole@haverhill-tc.gov.uk).

A full job description and application form can be found on our website <https://haverhill-tc.gov.uk/vacancies/>

**Applications will only be considered with a completed application form attached. CV's are not accepted.**

**CLOSING DATE FOR APPLICATIONS: 22nd April 2026**

**INTERVIEW DATE: 28<sup>th</sup> April 2026**

## Job Description –Town Centre Manager

<b>Job Title</b>	Town Centre Manager
<b>Location</b>	Haverhill, Suffolk
<b>Reports To</b>	Town Clerk
<b>Working Hours</b>	22.5 hours per week to be worked flexibly
<b>Remuneration</b>	£33,000 FTE
<i>This document sets out the primary duties and responsibilities of the above position. The duties and responsibilities described below are not intended to be exhaustive.</i>	
<b>Purpose of the Role</b>	
<p>The role of Town Centre Manager is to</p> <ol style="list-style-type: none"> <li>a. Represent the interests of the town centre business community.</li> <li>b. Support the interests of businesses beyond the town centre where there is a common interest for all business in Haverhill.</li> <li>c. Establish and maintain a high profile with businesses and other stakeholders.</li> <li>d. Engagement with businesses on behalf of the town and district councils.</li> <li>e. Promote Haverhill as a place to visit.</li> <li>f. Promote Haverhill as a place to invest.</li> </ol>	
<b>Key Responsibilities</b>	
<p><b>Leadership</b></p> <ol style="list-style-type: none"> <li>1. Engage businesses and councils in initiatives to increase footfall and rejuvenate the town centre.</li> <li>2. Work in partnership with West Suffolk Council to develop and promote the street market in town.</li> <li>3. Ensure project delivery working in conjunction with the Board to ensure projects meet the needs of Haverhill businesses.</li> <li>4. Proactively represent the interests of Haverhill businesses at relevant meetings of the Town and District Councils.</li> <li>5. Work alongside and in cooperation with Town and District Council officers to shape and deliver community events in town and ensure business engagement in those events.</li> </ol> <p><b>Marketing and Events</b></p> <ol style="list-style-type: none"> <li>6. The Town Centre Manager will be responsible for organising and managing a variety of independent events to benefit town centre businesses; this will involve collaborative working with key stakeholders.</li> <li>7. The Town Centre Manager will work with the Town Council to build on existing social media activities to develop greater footfall.</li> </ol>	

8. The Town Centre manager will manage and maintain a web presence for the town, celebrating and promoting it as a town to visit and to invest in.

### **Key Relationships**

The Town Centre Manager will be expected to form positive working relationships with all organisations and individuals that can assist them achieve the aims of the role including:

- Town Centre business owners' managers and staff
- Market Stallholders
- Press and Media
- West Suffolk Council
- Haverhill Town Council
- Suffolk County Council
- ONE Haverhill Partnership
- Chamber of Commerce
- Police
- Property owners and agents

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessary.

### **Performance Indicators**

The following KPI will be negotiated with the successful applicant:

- Businesses engaged
- Events attended
- Social media interactions
- Unique visits to website
- Business feedback
- Footfall in High Street
- Vacancy rates

### **Skills, Knowledge and Experience**

Candidates will be required to demonstrate the following:

#### **Essential**

1. Relevant experience at required level.
2. A good working knowledge of the factors that affect the economic vibrancy of a Town Centre.
3. A demonstrable track record of project delivery.
4. Experience of working with a range of stakeholders and partners from across the public and private sectors.
5. Ability to work with minimum supervision.
6. Ability to manage complex relationships with partners.
7. Strong and visionary leadership skills with the ability to delegate responsibility and empower a team to manage their own work.
8. Strong PR and presentation skills including experience of public speaking and dealing with local and national media.

9. Experience of setting and overseeing project budgets, excellent financial planning skills and attention to detail.
10. IT Literate.
11. Database management skills.

**Desirable**

1. Professional qualification in the management of town centres.
1. Degree or equivalent qualification, though priority will be given to relevant experience.
2. Knowledge of Haverhill and its business environment.
3. Knowledge and experience of supplier/contract management.
4. Strong personal skills and a passionate approach to delivery and results.
5. Excellent communication, influencing, negotiating and networking skills.
6. Ability to build consensus, work with public and private stakeholders and develop partnerships.
7. Strong commercial awareness.
8. Ability to generate income and raise funding.
9. Very strong leadership skills.
10. Competence in the use of a range of business IT applications and social media.
11. Openness to new ways of working and the willingness to embrace them.
12. Ability to work flexibly to respond to the needs of multiple complex projects.
13. Resilience and tenacity required to drive significant change.
14. Ability to solve problems creatively.
15. Innovative and able to adopt creative approaches to obstacles and challenges.
16. Ability to deliver agreed plans to very high standards, on time and on budget.