

**WHERE
CAREERS
THRIVE**

**When potential
is unlocked,
talent *thrives***



**West
Northamptonshire
Council**

Town Centre Manager (Brackley & Towcester)

Place, Economy & Environment

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.



**West
Northamptonshire
Council**

Purpose and impact:

The Town Centre Manager for Brackley and Towcester plays a vital role in shaping each town as a lively, attractive, and welcoming place for residents, visitors, and businesses. They work to strengthen the character and economy of both town centres by encouraging footfall, supporting local enterprises, and overseeing initiatives that make the area more inviting, accessible, and inclusive.

By coordinating events, promoting the towns' offerings, and working closely with local partners, the manager brings energy and unity to the community. Their work supports local businesses, enhances public spaces, and sparks new interest in the towns—ultimately creating a lasting impact on how the centres are used, enjoyed, and valued.

Accountable to:

This role is accountable to the Funding & Programme Delivery Manager, who is also responsible for the direct line management of the Economic Growth Officer and Project Support Officer. The role sits within the Economic Growth and Inward Investment Services, part of the Place & Economy Services Directorate in West Northamptonshire Council.

Responsibilities:

1. To oversee the effective use of funding secured through developer contributions, ensuring it is allocated to projects that enhance the vitality and resilience of Brackley and Towcester. This includes identifying and prioritising suitable initiatives, coordinating with internal teams and local stakeholders, and tracking spend to ensure transparency, value for money, and alignment with town centre improvement goals.
2. To work with Brackley and Towcester Town Council and a wide variety of partners to develop and deliver a programme of projects and initiatives to improve the market towns relating to retail, tourism, transport and community facilities and services.
3. Lead the creation and delivery of a dynamic business plan for Brackley and Towcester town centres, setting clear goals that respond to local needs, economic trends, and emerging opportunities. This includes identifying priority areas for improvement, coordinating stakeholder input, and managing implementation to ensure measurable progress. The plan should be adaptable, ambitious, and rooted in collaboration—acting as a guiding framework for investment, activity, and promotion across both towns.
4. Undertake and assist with specific initiatives to improve and develop the attractiveness and accessibility of the town centres.
5. Lead delivery of the Council's initiative of bringing commercial empty properties back into use working with commercial agents and landlords to facilitate their beneficial reuse.
6. To prepare reports for senior officers of the Council, Members, Town Councils committees, businesses and other bodies as necessary.
7. Respond to key local town centre issues that impact upon its success, such as developing strong business and community relationships and providing quick responses to key issues that are affecting their town centre experience, including but not limited to anti-social behaviour, fly tipping, and financial challenges such as business rates, rents and access to finance.

8. To maximise personal productivity, minimise duplication and errors; and manage our information efficiently and securely to reduce risk, through effective use of Office 365 and our internal IT systems and applications.
9. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
10. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Budget management and monitoring.	E	A, I
Wide range of marketing, promotion and public relations skills.	E	A, I
Communication skills across a range of audiences and a skilled networker.	E	A, I
Able to manage own time, priorities and work to deadlines.	E	A, I
Ability to self-motivate and work flexibly.	E	A, I
Must have access to own transport and be able to work evenings and weekends.	E	A, I
Negotiating Skills.	D	A, I
Fully understands their role in the context of safeguarding children, young people and vulnerable adults.	E	A, I
Ability to form and maintain appropriate relationships and personal boundaries with children, young people and vulnerable adults.	E	A, I
Confident, diplomatic, tactful.	D	A, I
This is applicable to all roles in WNC that are required to use IT equipment: Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.		A, I

Knowledge:	Essential / Desirable	Measured by
Knowledge and understanding of how Local Government works	E	A, I,
In depth understanding of the wide ranging needs of the local community.	E	A, I
Equalities and Diversity.	E	A, I
Knowledge of the business sector including relevant national policy and funding issues.	E	A, I
Facilitating joint events/activities	D	A, I
Working knowledge of the District	D	A, I
Wider knowledge of funding streams	D	A, I

Relevant experience:	Essential / Desirable	Measured by
Experience of working with local businesses, community and voluntary organisations.	E	A, I
Substantial experience of working with a wide cross section of people and developing and sustaining successful partnerships.	E	A, I
Experience of reviewing/contributing to and writing strategic documents.	E	A, I
Experience of managing projects, their development and delivery.	E	A, I
Experience of working with Councillors and at a senior management level.	E	A, I
Experience of report writing.	D	A, I

Education, training and work qualifications:	Essential / Desirable	Measured by
Good general standard of education.	E	A
Full driving licence.	E	A
Evidence of continuous professional development.	E	A
Educated to HND/Degree level in an appropriate qualification or equivalent experience.	D	A

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Day-to-day in the role:

Hours:	7:24	Primary work base:	One Angel Square
Job family band:	PS07	Worker type:	Flexible
People management responsibility:	None	Budget responsibility:	£0

Working conditions & how we work:

We are open to discussions about flexible working. This role has been identified as a flexible worker type, this means that you will carry out the majority (3+ days) of your work remotely such as at business/site visits, events, hotdesking locations (Brackley & Towcester) or from home.

Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

"Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture."

Should you require this document in another format or language, please
contact: Careers@westnorthants.gov.uk

When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

