



## **Town Development Manager** **Job Description and Person Specification**

**Job Title:** Town Development Manager

**Responsible to:** Knaresborough Town Council (reporting operationally to the Town Clerk)

**Salary:** £40,000 – £45,000 per annum (pro rata)

**Hours:** 25 hours per week, inclusive of Wednesdays, with occasional evening and weekend work required

**Location:** Knaresborough, North Yorkshire

**Contract:** One year fixed term (with the option to extend with agreement from both parties), subject to a six-month probationary period.

**Pension:** Eligible for membership of the Local Government Pension Scheme

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### **About Knaresborough**

Knaresborough is a historic and distinctive market town with a strong independent business base, a vibrant visitor economy, and a growing reputation as a destination for tourism, culture, and events. The town's economy is shaped by its weekly market, independent retailers, hospitality sector, creative enterprises, and its role within the wider Harrogate district economy.

Knaresborough Town Council (KTC) is committed to strengthening the town's economic resilience, supporting local businesses to thrive, attracting visitors and investment, and ensuring that the town and market remain economically sustainable, competitive, and inclusive. The Council sees the Town Development Manager role as pivotal to driving economic activity, identifying growth opportunities, and translating community ambition into tangible economic outcomes.

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### **Purpose of the Role**

Knaresborough Town Council is seeking a proactive, commercially minded, and community-focused Town Development Manager to play a leading role in shaping and delivering the economic vitality of Knaresborough.

The primary purpose of the role is to stimulate local economic growth, enhance the commercial performance of the town and market, and position Knaresborough as a thriving place to do business, visit, and invest. The postholder will lead on town centre management and market operations, acting as a catalyst for increased footfall, business confidence, and sustainable economic activity.

The Town Development Manager will act as a key link between the Council, traders, businesses, property owners, partners, and the wider community. A core aspect of the role is to identify

opportunities for growth, including new trading opportunities, diversification of the market offer, improved use of public spaces, events-driven economic activity, and external funding or investment.

Economic growth will be pursued in a way that supports the wellbeing of residents, strengthens community resilience, and protects and enhances the natural environment. The role will champion sustainable, locally rooted economic activity that benefits people, place, and planet.

Working as part of the Council's staff team, the Town Development Manager will be a visible and influential representative of KTC, ensuring high standards of service delivery, accountability, partnership working, and economic impact.

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## Key Responsibilities

### 1. Strategic, Economic and Operational Leadership

- Lead the day-to-day management and strategic development of KTC town services and facilities, with a strong focus on economic performance and value creation.
- Develop and implement a Town Economic Strategy and Action Plan, identifying short-, medium-, and long-term opportunities for business growth, investment, and regeneration.
- Analyse local economic data (footfall, occupancy, trader performance, visitor trends) to inform decisions and prioritise interventions.
- Identify opportunities to diversify the town's economy, including new markets, meanwhile uses, events, pop-ups, and partnerships with local enterprises.
- Promote economic initiatives that support climate resilience, local supply chains, and sustainable use of public spaces.
- Provide leadership and coordination for staff, contractors, and volunteers to deliver economic and service outcomes.
- Ensure compliance with legal, health & safety, financial, and governance requirements across all operations.
- Advise and support Councillors with evidence-based recommendations on town investment, economic initiatives, and service development.
- Lead or support projects that improve the trading environment and public realm (e.g. signage, accessibility, lighting, cleanliness, safety), recognising their role in economic vitality.

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### 2. Knaresborough Market – Commercial and Economic Development

- Provide full operational and strategic leadership of Knaresborough Market as a key economic asset for the town.
- Lead the rebranding, relaunch, and commercial development of the market to strengthen its role in supporting local traders, attracting visitors, and generating sustainable income.
- Develop and deliver a robust Market Business Plan, including trader mix, pricing structures, growth opportunities, and income targets.
- Identify opportunities to expand the market offer (e.g. themed markets, specialist traders, seasonal or evening markets).
- Shape the market offer to prioritise local food producers, growers, craftspeople, and sustainable businesses, supporting short supply chains, reduced environmental impact, and local livelihoods.
- Encourage market practices that minimise waste, reduce single-use plastics, and promote environmentally responsible trading, while maintaining commercial viability.
- Work collaboratively with the Community Projects Officer to establish and support a 'Friends of Knaresborough Market' group, strengthening community and trader engagement.

- Manage market budgets, income streams, and financial reporting in partnership with the Council's finance team.
- Ensure appropriate risk management, licensing, and contingency planning for all market operations.

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### **3. Facilities, Assets and Commercial Services**

- Oversee Council-operated facilities and services with a focus on sustainability, income generation, and community benefit (e.g. allotments, KTC Trailer Stage, and future assets).
- Develop the KTC Trailer Stage as a commercially viable and community-focused asset, supporting events, traders, and cultural activity.
- Explore opportunities to introduce new services, facilities, or revenue-generating initiatives that support the local economy.
- Ensure Council assets and services contribute positively to community wellbeing, environmental sustainability, and access to green or productive spaces (e.g. allotments and community-led initiatives).
- Manage procurement, contracts, and supplier relationships to ensure value for money and quality service delivery.
- Recruit, train, and supervise staff or volunteers supporting markets, events, and town initiatives.

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### **4. Business Engagement, Partnerships and Promotion**

- Act as a key point of contact for local businesses and traders, building trust and encouraging collaboration.
- Work to deliver a strategic events programme that drives footfall, spend, and visitor dwell time.
- Support current Council events by working collaboratively with KTC event teams both in the run up to an event and on the day.
- Build effective partnerships with neighbouring councils, economic development bodies, tourism organisations, business networks, police, and other agencies.
- Support and promote local business initiatives, including business networking, promotional campaigns, and trader engagement forums.
- Contribute to achieving Coach Friendly Status for Knaresborough through the Town Guide Project, enhancing the visitor economy.
- Lead or support coordinated marketing and promotional campaigns to raise the profile of Knaresborough as a place to shop, trade, visit, and invest.
- Contribute to the development of a strong, cohesive brand for the town and market that reflects Knaresborough's identity and economic ambitions.

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### **5. Financial Management, Performance and Funding**

- Develop and manage budgets for the town, market, and related services with a focus on financial sustainability and growth.
- Set, monitor, and report on key performance indicators (e.g. footfall, vacancy rates, trader satisfaction, income generation, event impact).
- Identify, pursue, and secure external funding, grants, sponsorship, and partnership investment to support economic and community objectives.
- Prepare clear financial, performance, and risk reports for Councillors and committees.
- Ensure strong financial governance, accountability, and value for money.
- Participate in regular reviews and annual appraisals with the Town Clerk and relevant Council committees.

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# Person Specification

## Essential Skills and Experience

- Proven management or leadership experience, ideally within town centre management, local economic development, markets, regeneration, or public-sector service delivery.
- Demonstrable understanding of local economies, high streets, and the factors influencing business growth and decline.
- Strong financial management skills, including budgeting, income generation, and performance monitoring.
- Ability to identify opportunities for economic growth and translate them into practical, deliverable initiatives.
- Experience of stakeholder engagement with businesses, traders, Councillors, and community groups.
- Understanding of governance, compliance, licensing, health & safety, and public realm management.
- Strong analytical skills, with the ability to use data to inform strategy and measure impact.
- Excellent communication, report writing, and presentation skills.
- Highly organised, proactive, and solution-focused, with the ability to work independently and collaboratively.

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## Desirable Skills and Experience

- Experience in market management, events delivery, tourism, or business support.
- Knowledge of town centre regeneration, place-making, or visitor economy development.
- Experience of securing grants, sponsorship, or partnership funding.
- Experience of digital marketing, social media, or place promotion.
- Experience working with volunteers and community-led initiatives.
- Full UK driving licence and ability to travel locally.
- Understanding of sustainable economic development, local food systems, environmental resilience, or community-led wellbeing initiatives.
- Awareness of local government structures and decision-making processes.

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## Core Competencies

- Strong commercial awareness balanced with public service values.
- Commitment to equality, diversity, and inclusive economic participation.
- High standards of integrity, professionalism, and accountability.
- Customer-focused approach to residents, businesses, traders, and visitors.
- Collaborative leadership style, capable of influencing partners and driving change.

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## Other Information

- The role is based in Knaresborough and will involve occasional evening and weekend work to support markets and events.
- A DBS check may be required depending on future project responsibilities.
- Equipment and travel expenses will be provided in line with Council policy.

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