

<b>Job Title</b>	Reopening High Streets Safely Information Officer
<b>Job Family</b>	Specialist Services - Economy
<b>Service Area</b>	Service Delivery
<b>Grades</b>	4/5
<b>Job Reference</b>	

<b>Reporting to:</b>	<b>Responsible for:</b>
Operationally: Specialist Services Specialist Functionally: Action Plan Manager	none

## Team Purpose

Ensuring that the businesses of the borough receive adequate support in order to grow and create employment.

## Role Purpose

Supporting the Action Plan Manager in reopening the borough's high streets safely. Gathering business intelligence from local centres to identify borough-wide and location-specific challenges and opportunities. Implementing recommendations from the Action Plan to encourage residents and visitors to shop local. Organizing and monitoring the already established temporary outdoor markets activities developed by the WBF team across villages interested in this provision.

## Key Accountabilities

- To visit town and village centres in the borough, speaking to visitors, residents and businesses, working in co-ordination with town and parish councils, Hampshire County Council (Highways) and other stakeholders as required to implement the recommendations from the Action Plan
- To reinforce NHS, national and Eastleigh Borough Council messaging on social distancing and shopping safely
- To conduct interviews and surveys with residents, visitors and businesses, analyse findings, communicate the Action Plan's findings and recommendations, provide advice, and support with Covid-secure activities.
- To monitor footfall in the town centres, establishing a base line reading and measuring the impact of any new event or activity
- To report regularly to the Action Plan Manager on quantitative readings and qualitative observations
- To propose additional areas of research as market intelligence develops to support the Action Plan recommendations.
- To produce post-Covid market intelligence, ensuring that the EU and HMG logos are clearly visible on all communications
- To monitor and register expenditure and contribute to the completion of three reports to BEIS
- Deliver services within budget and adhere to procurement rules
- To organize and monitor our three temporary village markets (manage stallholders enquiries, bookings and invoices, be on site by 8am each market day (up to 2 days per week) to ensure the smooth and safe running of the market, be the main point of contact for the public on the day of the market)
- To investigate and, where appropriate, establish additional markets in other village centres

Key Objectives	
Working with customers	Businesses and traders: provide them with a contact point and opportunity to have their opinions and anxieties recorded Residents: ensure that safety guidelines are clear, register ideas and suggestions and pass on to relevant colleagues
Working towards the Corporate Plan	Restore prosperity to the borough
Knowledge of services	An awareness of infrastructure and sustainable transport activity within the Council is helpful as well as an understanding of the Local Area Structure.
Using systems effectively	Mobile technology helpful as this role requires a lot of site visits
Specific Tasks	
Case Management skills	Internal communications
Team work and working with others	The role involves working with established teams within EBC and with location specific teams in each village centre
Enquiries, reports and service requests	Three reports are required by BEIS detailing expenditure. A member of the Finance team will be on hand to assist. Contributions to internal EBC reports will be required from time to time.
Processing and administration	Maintain safe records of communication with visitors, residents and businesses, with particular care for GDPR and other council policies. Deal with enquiries from stallholders, take bookings, ensuring each market offers a good balance of products, and invoice the stallholders.
Strategy and policy	Provide regular updates to Strategy Lead for Economy (Town Centre Regeneration) to assist with evolving plans
Performance	Clear objectives will be provided as the timeline is short and the content well defined.
Qualifications	
n/a	
Knowledge, Skills and Experience	
<ul style="list-style-type: none"> <li>• Familiar with data gathering techniques, able to distil trends from large data sets</li> <li>• Organized and methodical</li> <li>• Flexible enough to split time between desk admin and offsite supervision</li> <li>• Good listener and communicator to a variety of audiences</li> <li>• Able to understand requirements and key points from different stakeholders</li> <li>• An understanding of B2C commerce and an understanding of consumer behaviour are both desirable</li> <li>• A knowledge of retail, hospitality, leisure or branding (desirable)</li> </ul>	
Specialist Knowledge	
n/a	
<b>Signed (Job Holder):</b>	<b>Date:</b>
<b>Signed (Service Lead):</b>	<b>Date:</b>

**The Way We Work Framework**

Central to the delivery of the role are the Council's values (Fairness, Ambition, Empowerment) and behaviours and all employees are expected to work within the Council's 'The Way We Work Framework.' These are shared by all employees and applied to everything we do. The points for each behaviour are shown below:

Behaviours	Definition
Think Customer	Recognise and demonstrate an understanding that customers/partners and customer satisfaction are the foundations of the council's organisational success.
Think Colleague	Be willing to work as part of a team and work collectively towards achieving organisational goals
Think Different	Be willing to be adaptable and open to change, learning new things or take on new tasks as required. Display a 'can do' attitude
Take Pride	Recognise and celebrate your own success and those of your colleagues

All employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility. All employees are required to be flexible to undertake out of hours work as required, meetings outside office hours will be routine and officers will be expected to attend. This job description will be supplemented and further defined by annual objectives which will be developed in conjunction with the post holder.

This job description will be subject to regular review and the council reserves the right to amend or add to the details.

**Key Policies**

We are an equal opportunities employer and therefore all staff are expected to comply with our equality policies and help create a work environment in which everyone is treated with dignity, respect, courtesy and fairness. You are also expected to fully comply with Health and Safety Policies and procedures in force to help maintain and develop a safe working environment. In pursuing a practice of continuous improvement and seeking to obtain best value in all aspects of the service, staff will be expected to assist in other such duties as may be allocated for the benefit of the organisation and their own personal development. Staff will be expected to assist if the council has to deal with the results of a civil emergency.