

Role Description and Employee Specification

Job Title:	Market Towns Officer	Location:	Forest of Dean
Department:	Communities & Sustainable Economy	Service:	Sustainable Economy
Reports to:	Sustainable Economy Lead	Working Hours:	up to 37hrs
Salary:	£33,143 - £36,363	Grade	7
Contract Type:	Permanent	Direct Reports:	N/A

Overall purpose of the Post:	This post will sit in the Communities and Sustainable Economy Service area working in close partnership with our Town Councils. The role will support the vitality, resilience, and long-term sustainability of the district's market towns by leading and coordinating initiatives that strengthen town centres, support local businesses, enhance community engagement, and deliver place-based regeneration projects. The postholder will act as a key link between businesses, town councils, community organisations, and internal council services to ensure a coordinated and proactive approach to town centre management and regeneration. The Council has developed a Sustainable Economy Strategy and Action Plan to foster economic prosperity while ensuring environmental sustainability and social wellbeing. The strategy connects with current Council Plan priorities and these posts are vital in supporting actions under the 'Sustainable Towns' theme in particular. In February 2024, FODDC commissioned a report to research the sentiment, opportunities, and challenges of our four Market Towns. The Market Towns Officer can use these reports to support the delivery of the identified actions. You can read the reports here: Market Town Regeneration Report and Market Town Style Guide. The post will also use the Annual Town Audit Reports to help make informed, effective decisions and give sound advice to citizens, business owners and councillors.
Key Tasks and Responsibilities:	Town Centre development and business support Support the development and delivery of initiatives to increase footfall, dwell time, and spend within market towns.

- Work with local businesses to improve trading conditions and encourage business growth.
- Identify opportunities for diversification and innovation within town centres e.g. integrated housing solutions as part of the changing face of our high streets.
- Monitor vacancy rates and support interventions to reduce empty units.
- Work with the town councils and businesses to identify areas where local spend is leaking out of the economy from both consumers and traders and try to find innovative ways to reduce/stop the outward flow.

Markets and Events

- Support the development, promotion, and sustainability of local markets.
- Work with market traders and stakeholders to improve quality and diversity of offer.
- Facilitate or support town centre events, including seasonal and themed activities.
- Encourage markets and events as drivers of community engagement and economic activity.

Regeneration and Place-Based Projects

- Lead or contribute to regeneration and public realm improvement projects.
- Support the delivery of externally funded programmes (e.g. UKSPF or similar funding streams).
- Support development of project proposals, business cases, and funding applications.
- In partnership with Town Councils and relevant stakeholders manage projects through planning, delivery, and evaluation stages.

Partnership and Stakeholder Engagement

- Build and maintain strong relationships with:
 - Town Councils
 - Key external Stakeholders e.g. Environment Agency, Highways England, Gloucestershire County Council; FoD and Wye Valley Tourism agency
 - Local Business groups and traders
 - Community and voluntary sector organisations
 - Landlords
- Facilitate forums, working groups, and partnerships to coordinate activity.
- Act as a key council contact for market town-related issues.

Community Engagement and Capacity Building

- Engage with local communities to understand priorities and challenges.
- Support community-led initiatives that enhance town centres.
- Encourage civic pride and local participation in town improvement activities.

	Communications and Promotion • Support the promotion and marketing of market towns as destinations. • Work with communications teams to develop campaigns highlighting local offers incl. promote “shop local” and place-based initiatives. • Develop good communication between all partners. General Duties • Ensure compliance with council policies, procedures, and statutory requirements. • Contribute to the development and delivery of Town Centre and Sustainable Economy strategies. • Identify trends and emerging challenges affecting market towns. • Prepare reports, briefings, and updates for senior officers and elected members. • Work collaboratively across council services to deliver shared objectives. • Represent the council at meetings, events, and stakeholder forums. • Undertake any other duties commensurate with the level of the post. • Identify opportunities for funding to help deliver these objectives, and work with FODDC Sustainable Economy Team and Bid Writer to attain funding. Help to prioritise funding requests from both the town councils and FODDC. • Support FODDC Communities and Climate teams to deliver their Council Plan actions related to town centre activity.
Essential Requirements – Knowledge, Qualifications, Skills, Abilities and Experience:	• Experience in economic development, regeneration, town centre management, or community development. • Experience of working with a range of stakeholders and partnerships. • Experience of delivering projects or programmes. • Understanding of the challenges facing market towns and high streets. • Working independently to produce high quality work. • Working under own initiative. • Ability to manage conflicting tasks and opinions. • Demonstrate understanding of how town centres work, their issues and what makes them successful. • Demonstrates understanding of the needs of citizens, businesses and visitors in town centres. • Knowledge of marketing and promotion. • Strong stakeholder engagement and relationship-building skills. • Effective written and verbal communication skills.
Desirable Requirements Qualifications, Skills and Abilities:	• Experience of working in a similar role. • Degree-level qualification or equivalent experience in a relevant discipline (e.g. economic development, geography, planning, community development). • Experience in working in a political environment. • Event management. • Working in a rural or similar sized town (5,000+ population). • Delivering change initiatives and improvements.

	• Contract negotiation. • Bid writing. • Managing budgets.		
General Accountabilities:	The post holder is responsible for maintaining a safe work environment and ensuring as far as reasonably practicable that safe working practices are adopted by employees within this work environment. Work in compliance with the Codes of Conduct, Regulations and policies of the council.		
Special Conditions:	• Hybrid working with regular presence in market towns. • Some evening and weekend work to support events and stakeholder engagement. • You will be expected to work reasonable additional hours in line with the needs of the service. • There may be a requirement to work at other locations to meet the needs of the business. • Full UK Driving Licence. • Ability to travel / access to a vehicle for work purposes.		
Date Reviewed:	June 2026	Reviewed By:	Jacqueline Wright
Checked by HRBP	Clare Jones	Date of Issue:	1 July 2026