

BID Manager vacancy

Up to £45,000 per annum pro rata

One full time candidate or two part time candidates considered for job share

Contract commencement: 1st April 2017 five-year fixed project term, renewable in year five pending successful rebalot

Staines-upon-Thames Business Improvement District (BID) overview

Staines-upon-Thames town centre is a destination housing both big name stores and independent shops. Like many centres, it is facing the strategic and operational challenges which need to be addressed to ensure it remains competitive and serves the needs of all its users.

Business Improvement Districts (BIDs) have proven to be a successful concept in the UK having been introduced by legislation in 2003. Funded by local businesses and answerable to them, a BID ensures that they are in the driving seat in promoting and enhancing the area's offer, attractions and making sure the town centre remains competitive. Having successfully voted to establish a BID in November 2016, businesses in Staines-upon-Thames now want to drive forward their plans and aspirations from April 2017. The 5-year Staines-upon-Thames BID Business Plan is available to download at www.staines-upon-thames.bid

The BID Manager will lead and manage the work of Staines-upon-Thames BID in conjunction with the Board of Directors. Implementing the BID business plan to reflect today's challenging economic environment and responding to competing centres on our doorstep will be a priority. With a budget of approximately £300,000 per annum the successful candidate will also be responsible for operational management and will play a part in the strategic development of the town centre.

This high profile and challenging post will suit someone with a real passion for making things happen, developing, juggling and delivering a variety of projects and services, maintaining effective relationships with stakeholders at all levels and making sure that BID successes are widely promoted and understood. A high level of interpersonal and communication, tact, diplomacy and project management skills are required. Experience of Business Improvement Districts / town centre management would be an advantage.

About the role

As BID Manager for Staines-upon-Thames Business Improvement District (BID) you will lead the organisation in its role at the spearhead of town centre management, removing obstacles and unlocking potential to secure the brightest future for the Staines-upon-Thames business sector and economy.

With a 76% majority of businesses voting in favour of a 5-year BID term, Staines-upon-Thames is going places. We need a strong, dedicated and passionate person / persons to lead it and to maintain the momentum and reputation of the new BID Company.

You will act as the first point of contact for the BID on all business matters, as well as being the main business liaison person.

Reporting directly to the BID Board of local business owners, managers and key stakeholders, you will deliver the BID Business Plan, making sure new projects are implemented effectively and efficiently.

You will lead and manage the Staines-upon-Thames BID, working closely with a strong board of local business leaders to determine our strategic direction.

Actively engaging with all stakeholders, you will ensure an integrated approach to delivering the business plan for the BID, gathering support for all initiatives, generating additional BID income and influencing local and regional decision-making.

You will take responsibility for BID project management, company finances and ensuring that the company's objectives are delivered.

Working with partner organisations you will ensure delivery of a range of services, programmes and events that enhance the offer for business, build the profile of the

town as a business and tourist destination and contribute to the strong economic growth of the town.

About you

The Staines-upon-Thames BID has a wide remit dealing with all sectors of the business community. We are looking for an inspirational and passionate leader, tenacious and resilient, you will bring creativity and innovation to the role. You will be a strong strategic leader, able to bring diplomacy and credibility as both an internal and external ambassador, in a wide variety of situations.

Principal tasks

- Take responsibility for the administration and delivery of the approved BID Business Plan and also the administration of the BID project finances
- Lead on all the BID's activities, devising and implementing strategy
- Establish a BID marketing and communication strategy to facilitate effective liaison, consultation and communication with key stakeholders and the public
- Carry out publicity and other project work associated with raising awareness and support for the BID within the local business community, the wider local community and public sector stakeholders
- Develop and maintain effective and positive communications with all businesses in the defined area
- Develop and maintain effective communication with council staff, elected members and other statutory and local organisations to enable open dialogue throughout the BID term
- Research to develop knowledge and expertise and ensure best practice and best outcomes are achieved
- Attend all necessary meetings on behalf of the BID and manage and support the conduct of Board and Company business
- Manage the BID's contractors

- Research, write and publish regular BID communications
- Maintain a database with relevant details of all businesses within the BID area
- Measure and record a wide range of performance indicators to monitor the health of the town centre and the impact of the BID's activities
- Quantify and benchmark existing public services to ensure that BID projects and services demonstrate genuine service addition and not substitution
- Perform any other duties and responsibilities as may be appropriate to ensure the efficiency and effectiveness of the BID project as directed by the BID Board

Essential skills

- A good understanding of the key issues, opportunities and challenges facing town centres today and in the future
- A good level of knowledge of BIDs in the UK, and the Business Improvement District process
- Evidence of working work with a range of different organisations and agencies from the private and public sectors
- An understanding of the issues, pressures and political influences affecting town centre businesses
- A high level of commitment and enthusiasm
- Proven project and budget management skills
- Excellent negotiating / influencing / motivating skills
- Ability to take ownership of diverse workload and work to tight deadlines
- Good written and oral communication skills.
- IT literate
- Database management experience

Desirable skills

- Knowledge of Staines-upon-Thames and the surrounding area
- Evidence of successful bid-writing, income generation and sponsorship sourcing
- Experience of partnership working
- Experience of working with / managing markets
- Media, public-speaking trained
- Sound and demonstrable financial management skills

How to apply

Please send your CV and covering letter outlining your experience and suitability to the role, marked for the attention of *BID Chairman Steven Harvey* to email:

info@staines-upon-thames.bid

Deadline for receipt of applications Monday 6th February 2017

Interviews will be held week commencing 6th February 2017

For any queries please email info@staines-upon-thames.bid

www.staines-upon-thames.bid