

Chief Operating Officer
Vacancy Information

Weymouth BID Ltd has been operating since September 2013 following a successful “Yes” vote in May 2013. The BID area covers the Town Centre, Harbour, Seafront and includes the Holiday Camps located at Bowleaze Cove and Preston.

The population of Weymouth & Portland is 66,000 (Portland 12,000) and is the largest conurbation in Dorset outside of Bournemouth and Poole. Weymouth is a coastal resort with a significant increase in visitors during the holiday season and within the town centre has a mix of retail, professional services, hair & beauty, tourism focused and accommodation businesses.

The Weymouth BID has 550 levy payers with a core budget of £300,000 pa. The BID is currently in its fifth year with plans for a renewal ballot in May 2018 for a further five years to 2023.

The BID employs three core staff and is supported by two sub-contractors. The current five-year business plan provides the focus of the BID’s activities and the basis of the strategic direction agreed by the Weymouth BID Board.

The Board is now looking to appoint a new Chief Operating Officer as a result of the current BID Manager moving on to new employment within the BID industry.

This is an extremely challenging role with the successful applicant having to focus on the renewal and a number of projects in the last year of the five-year plan.

The role requires a wide range of skills, diplomacy and project management. The ideal candidate will have experience in delivering complex projects and working with partner organisations and other stakeholders (including contractors and levy payers) at all levels.

In addition knowledge of company structures, expertise in event and festival organisation, marketing and promotion will be an advantage.

A knowledge of BIDs or Town Centre Management is desirable but the ability to influence motivate and communicate the BIDs aim and objectives to a diverse audience is an important aspect.

Initially this role will be offered with a fixed eight-month contract, however, a successful BID renewal will extend this contract for a further five-year period to 2023.

Job Description

Job Title:	Chief Operating Officer
Responsible to:	Weymouth BID Ltd Board of Directors
Reporting to:	BID Board Chair
Contract:	Fixed Term until July 2018 but a successful renewal ballot in 2018 will extend the contract to 5 years (2023)
Staff Management:	BID paid staff, temporary staff
Contract Management:	Operations Manager, PR Support

Overall Purpose

To manage all elements of the existing BID five-year business plan and support the Board in a successful renewal campaign to deliver a “Yes” vote in 2018 for a second BID five-year term. Ensure the BID business plan is delivered in a professional, open and cost effective manner.

BID Renewal 2018

This is a very significant element of the initial fixed-term contract, and the successful applicant will have a major part to play in the ballot planned for May 2018, as the success of this campaign will extend the contract to 2023. For this reason the aspects of this project are highlighted here before the full Job Description.

Objective

To deliver a successful “Yes” vote for Weymouth BID in 2018. This enables the BID to continue into a second term from 2018 – 2023 with a new Business Plan for the period.

Key responsibilities

- Manage the Campaign supported by the Weymouth BID Steering Group which will consist of current Business Levy Payers, other businesses, BID Board Directors, Local Government Councillors and Officers;
- Manage the process within the BID regulations and timescales required;
- Ensure the database of Voters is correct for delivery of Ballot papers;
- Be proactive in communicating with all voters throughout the process;
- Ensure the business database is up to date with all the information required for a ballot;
- Ensure consultation is provided over a number of communication channels with the business community to input into the process and creation of the new five-year plan;
- Meet with all relevant stakeholders, specifically the Local Authority and Police, as part of the process;
- Agree Service Level Agreements (SLA) with Local Authority on Levy collection and other services if part of the Business Plan;
- Actively Campaign for a “Yes” vote through meetings, 1-2-1s, Open Forums, Press releases and Interviews;
- Support and manage the contracted staff that support the process;
- Arrange regular Steering Group Meetings and sub groups as required, with agendas and relevant reports;
- Create and implement a professional marketing and PR campaign that provides a clear message of the benefits of a new BID;
- Deal effectively with negative campaigns and issues;

- Analyse data to ensure the campaign is on target and the required number of Yes votes are in place;
- Manage the Budgets and Finances committed to renewal.

Full Job Description

Key operational responsibilities

- Provide a lead to the BID Board in reviewing the strategic aims and agreeing a work action plan;
- Act as the main operating officer for the Board, Steering Groups and partner organisations and businesses;
- Overall management of the projects, contractors and BID support staff including financial budget management;
- Ensure effective budgetary management and compliance with agreed financial controls and procedures. This includes the BID Levy collection agreement with Weymouth & Portland Borough Council;
- To negotiate contracts and tenders as required;
- Actively seek additional grants or match funding opportunities and potential income generation from marketing and advertising opportunities with BID projects and events;
- Work with businesses and partners to provide a strong business voice to promote the area and compete on a national scale particularly the tourism offer;
- To maintain a good knowledge of town centre and place management trends through networking bodies to bring new ideas and initiatives to the area;
- Consider new projects and proposals that deliver the business plans aims and objectives where required;
- Support a marketing and communications programme for both levy payers and support for the We Are Weymouth branding, social media and events;
- Ensure regular contact and consultation with Levy Payers on delivery of the business plan and feedback on activities;
- Analyse and produce data and reports on projects and their overall effectiveness.

Key Management Responsibilities

- Responsibility for Governance, compliance and financial performance of Weymouth BID Ltd based on agreement with the Board of Directors;
- Co-ordinate Board Meetings, Agendas and Reports as required;
- Provide regular financial updates and quarterly detailed reports. Manage the Income and Expenditure cashflow ensuring payments and invoices raised are completed in a timely manner and procedures and an audit trail followed;
- Yearly Accounts are produced in a timely manner and presented to the annual meeting of members of the company for ratification;
- Organise regular Levy Meetings and Member AGM;
- Ensure all Health & Safety including Fire Risk Assessments, Data protection, Staff Welfare and Insurances are relevant and up to date and compliant with current legislation;
- The Information Databases including the CRM Database ACT are up to date and fit for purpose and all IT is secure with relevant security procedures;
- Directly manager all Staff and ensure and review contractors work to agreed contractual obligations;
- All contracts and tenders are reviewed in accordance with the agreements and prior to expiry;
- Provide and report on effective measurement of performance of staff, contractors and projects;
- Oversee the Weyfarer Voluntary Programme;

- Regular liaison with WPBC on Levy collection;
- Meet regularly with relevant organisations and personnel that support delivery of the BID Business plan or have connectivity to its aims. This would include, Councils, Police, Other Services, Chambers of Commerce and other Business Organisations;
- Meet regularly with the Weymouth Town Centre Manager;
- Meet regularly with other Local Authority Officers who support delivery of the Business Plan;
- Any other duties as reasonably required.

The Job Description provides a general range of the responsibilities of the role as the overall Chief Operating Officer of Weymouth BID Ltd. The job requires flexibility in the changing environment of a BID company and tasks may change or evolve.

Person Specification

Qualifications	<p>Essential</p> <ul style="list-style-type: none"> • Educated to Degree Level, or an equivalent professional or vocational qualification. Proven knowledge gained through real experience will be considered in certain circumstances <p>Desirable</p> <ul style="list-style-type: none"> • Qualification in BID or Town Centre Management, Marketing, Business Management or Tourism and Event Management • Knowledge of BID regulation and renewal process and BID ballot Management • Understanding of Managing a Company and associated requirements
Experience	<p>Essential</p> <ul style="list-style-type: none"> • Management of budgets and financial projections • Use of Microsoft Office applications and databases • Project management and delivery • Multi-functional operational experience • Management of staff • Contract and tender management • Strong influencing and negotiation skills • Effective communication, diplomacy and networking skills • A good knowledge and understanding of the different business sectors that have an interest in a BID area • Understanding and/or experience of the public sector • Ability to build relationships and maintain existing relationships with a diverse range of groups and partnerships • Ability to present well in public and to other stakeholders at all levels including press and other media. • Skilled in creating business plans, clear reports and proposals <p>Desirable</p> <ul style="list-style-type: none"> • Experience of dealing with creative, design & marketing Agencies • Good understanding of social media and website platforms • Knowledge of Local Government and democratic processes • Knowledge of Government Agencies and grant funding organisations • Knowledge of the local area and its economy
Personal Skills	<p>Essential</p> <ul style="list-style-type: none"> • Comfortable in a high-profile position and dealing with a wide range of businesses and public sectors and media • Strong communications skills (written and oral) • Tactful and diplomatic, able to deal with bringing people or projects together from different viewpoints or aims • Creative and resourceful problem-solving skills • Able to build an appropriately skilled team to deliver projects • Good delegation skills and openness in delivery of projects • Ability to work under pressure and to deadlines with humour as well as focus • Ability to deal with both positive and negative criticism of the role and the BID • Ability to prioritise and organise workloads and timescales of self and others as required • Ability to motivate both staff and others in delivery of projects, BID renewal ballot and business plan