

### **Chippenham BID Manager**

<b>Responsible to:</b>	<b>Board of Directors</b>
<b>Salary:</b>	<b>£35,000 - £45,000 p.a. dependent on experience</b>
<b>Hours:</b>	<b>37.5 hours to include occasional evenings and weekends</b>
<b>Job function:</b>	<b>To provide day-to-day management and leadership of the BID company, working in association with public sector agencies and levy paying businesses. The BID manager will ensure that the BID Business Plan is delivered in a professional, transparent and cost-effective manner</b>

### **Job Duties and Responsibilities**

- To be accountable to the Board of Directors and to undertake both operational and strategic projects to oversee the success of the BID in line with the BID Business Plan
- To deliver the initiatives and services set out in the business plan and to maintain and further develop a positive climate within which business stakeholders will ultimately endorse the continuation of the BID after its initial five-year term
- To propose appropriate revisions to the business plan and to prepare reports and briefing papers to allow the BID board to make informed decisions
- To direct and manage BID contracts, commitments and baseline agreements in line with the BID business plan
- To act as the champion for the BID and to be the main company point of contact for all matters
- To develop effective working relationships at strategic and operational levels with a variety of public sector bodies, private sector partners, the press and media and other stakeholder groups
- To effectively manage all programmes of work identified within the business plan, ensuring that interdependencies are identified and work is undertaken within the resources available, in a timely fashion and to a high degree of quality
- To measure, monitor and be proactive in improving the key performance indicators set out in the business plan to the satisfaction of the BID board
- To ensure the proper and effective operation and development of the BID company in accordance with all relevant legislation and with its articles of association
- To proactively seek and secure further funding opportunities to sustain the BID and support its development through a variety of sources including private sector investment, public funding and voluntary contributions
- To manage the overall BID budget in line with the company's financial control procedures. To ensure that BID activities are developed within agreed budgets. To monitor expenditure and advise the board of the financial position. To assist with the preparation of financial reports
- To manage staff, contractors and partners to ensure that projects and initiatives are developed cost- and time-effectively and to ensure that those involved with the BID understand the contribution they make and that they identify with the BID's aims and objectives

- To co-ordinate and manage marketing, promotions and events to ensure the appropriate promotion of the BID and to ensure that the reputation of both the BID company and Chippenham town centre are maintained to the highest degree
- To co-ordinate and manage the day-to-day administration of the BID including office accommodation, staff, meetings and communications
- To work in partnership with public sector agencies to develop and help implement projects and activities relating to the town centre and to react proactively and appropriately to issues that may affect businesses in the BID area
- To carry out any other reasonable activities as required by the BID board

### **Person Specification**

- Ability to work with a voluntary board to develop a strategic vision and ensure its delivery
- Experience of leading a team to achieve outcomes through target-setting, motivation, empowering others and fostering a happy and productive working environment
- Ability to challenge, influence and negotiate with a wide range of audiences at various levels
- A resilient and tenacious attitude coupled with the ability to think creatively to identify new approaches
- Commercially astute, including the ability to manage organisation finances and project budgets
- Proven ability to both think strategically and maintain attention to detail across a range of project areas
- Experience of income generation through sponsorships, in-kind contributions and direct sales
- Ability to manage third-party contractors to achieve agreed outcomes for the business
- Excellent marketing, IT and business development skills
- Exceptional communication skills with internal colleagues and external stakeholders
- Experience of dealing with and speaking to the media and an understanding of how to best use social media in a business environment
- Knowledge and experience of both public and private sector activities in town centre
- Ability to prioritise own workload and that of others with minimal daily supervision
- Ability to build and maintain strong working relationships with a wide range of partners
- Ability to work under pressure and to tight deadlines
- Experience of marketing, event and/or brand management
- An awareness and understanding of the key issues facing town centres and ideally experience in the development or management of a BID
- Ability to be able to analyse problems and adopt an inclusive and innovative approach to finding solutions
- A willingness to become immersed in the town and to understand how it works and what makes it special