



Job Description and Person Specification

Christchurch Business Improvement District Manager

Job title:	Christchurch Business Improvement District (BID) Manager.
Employer:	Christchurch BID Limited.
Responsible to:	Christchurch BID Board of Directors.
Reporting to:	Chair of the BID Board.
Responsible for:	Christchurch BID staff, consultants and contractors.
Duration:	Fixed term, from 10 th January 2022 until 30 th November 2026 (Probationary period of six months). Possible extension beyond this point, subject to a successful renewal ballot.
Hours of work:	Based on 30 hours per week (although this is negotiable depending on the experience of the candidate), with regular flexible working required, to include evening, weekend and occasional bank holidays to meet the requirements of the BID.
Holidays:	To be proportionally allocated based on full-time (37 hour) equivalents of 25 days per year, plus 8 days for public holidays.
Salary:	£34,500 per annum (which is a full-time equivalent of approximately £42,500 based on 30 hours), with eligibility for a contributory pension following the probationary period.
Location:	Christchurch town centre and other locations required to deliver the BID Business Plan.



Background information

A Business Improvement District is being set up in Christchurch town centre with the aim of providing the power and funding to take action to make significant, targeted and sustained improvements to the town. The BID is business-led and brings together a wide range of operators, from multiple retailers and independent shops to pubs, hotels, restaurants and professional services. The BID also involves partner organisations from the public sector. The role will focus on delivering projects in the following four main project themes including 1. Enhanced 2. Animated 3. Promoted and 4. Supported (see [Business Plan](#))

Summary of main duties

The BID Manager will be expected to deliver all aspects of the BID Business Plan and the main activities are summarised as follows:

- Deliver projects to ENHANCE Christchurch, such as 1) Improving the appearance of empty shops 2) Increased floral planting or landscaping 3) Street cleansing & washing 4) Town centre Wi-Fi for visitors and 5) Physical improvements to paving, landscaping or street furniture
- Deliver initiatives to ANIMATE Christchurch, such as 1) More major town centre events or festivals and 2) New seasonal events, including more Christmas activities
- Deliver projects to PROMOTE Christchurch, such as 1) Marketing & promotional campaigns, 2) Projects to encourage investment into Christchurch 3) Social media campaigning 4) A visitor website
- Deliver initiatives to SUPPORT Christchurch, such as 1) Schemes to save businesses money on their overheads and 2) Business to business communication
- Support the overall workings and development of the BID Company

Applications

To apply for this role, please send your CV and a covering letter to chris@heartflood.co.uk by 5pm on 1st November 2021. Interviews will take place on 4th November 2021 and all applicants should be available on this date. The selection process will consist of an interview and presentation.

If you have any queries about this post, please email chris@heartflood.co.uk

Further information about the BID is available from www.christchurchbid.co.uk

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Job purpose and key responsibilities

Leadership

- To act as the face and voice of BID businesses, setting the highest standards in engaging with key stakeholders on their behalf and lobbying, where needed, to achieve the best possible trading conditions for levy-payers. The post holder will work closely with the BID Board to communicate strategy and BID delivery progress clearly to stakeholders and partners.
- To lead the BID team to deliver effectively on Business Plan promises. This will include setting high standards for delivery and ensuring clear communications within the team, between the team and the Directors and with levy payers and other stakeholders. The post holder will also be aware of when to seek professional advice on a range of business management issues.
- To run the BID Company to ensure that projects are delivered on time and to budget, including preparing annual action plans and budgets and negotiating contracts. The post holder will keep the BID Board fully informed on progress and on any risks to delivery of BID projects, financial risks or risks to the reputation of the BID.
- To be responsible for leading the renewal ballot campaign, including developing a new business plan for the next five-year period, which will entail engaging with stakeholders to ensure that the plan meets their needs and then gaining voter support prior to the ballot phase.

Governance & Administration

- To develop all policies and procedures, in agreement with the BID Board, to ensure the effective delivery of required systems including, but not limited to, finance, legal, HR, procurement, data protection, health & safety and equality.
- To lead on BID member engagement and be responsible for effective and transparent governance and administration of the BID Company.
- To implement the strategic direction of Christchurch BID working with and being accountable to the Board of Directors in achieving the Company aims and objectives.
- To review and research ideas and issues affecting Christchurch town, or the BID and its businesses, and report opportunities or threats to the BID Board to enable it to develop long-term strategies.



Job purpose and key responsibilities (continued)

Project Delivery

- To liaise with both levy-payers and stakeholders to understand their issues, seek their views and identify positive opportunities for the town and the BID.
- To ensure the effective delivery of all projects as set out in the BID Business Plan and as agreed by the BID Board.
- To oversee all arrangements with BCP Council regarding the BID, including the BID operating agreement.
- To oversee contracts and agreements with suppliers for services provided to the BID and to liaise with the Council and other bodies as appropriate.

Communications

- To develop and deliver an effective marketing and communications strategy to drive additional footfall into Christchurch.
- To communicate with BID members, partners, external agencies and key stakeholders to ensure their ongoing support for the BID.
- To foster a strong collective voice for BID members by putting effective systems in place for communication with them.
- To position Christchurch BID at the heart of the national Place Management network.

Business & Finance

- To design and implement appropriate levels of performance measurement against the BID Business Plan.
- To manage an annual budget of approximately £140,000 (as contained within the Business Plan) ensuring it is appropriately spent.
- To support the BID Board in the production and submission of all appropriate company reports, accounts and returns.
- To develop plans to generate additional funding from relevant sources, which will enable the BID to deliver more than promised in the Business Plan. Such funding may derive from voluntary contributions, grant funding, commercial activity or joint working with other delivery partners.



Job purpose and key responsibilities (continued)

Business & Finance (continued)

- To ensure that accurate and timely records of all financial transactions are maintained to meet all legal responsibilities and enable the production of monthly and annual accounts, in conjunction with the company accountants. Monthly management accounts will be required by the Board, clearly showing progress on project delivery against budget and highlighting any areas of concern or opportunity, especially any concerns raised by the accountants.
- To be responsible for ensuring that statutory payments, such as pension contributions, are made on time. The post holder needs to be aware of potential financial risks and develop plans to mitigate them, as well as ensuring that the BID levy is collected in a robust manner.
- To ensure that all annual year-end accounting processes are concluded in a timely and accurate manner, liaising with and providing the relevant information to the company accountants. The post holder will also ensure that payroll and pension contributions are managed effectively.

Partnership Working

- To act as the lead contact for the BID with external parties and to develop strong relationships with senior representatives of BID levy-payer organisations.
- To form strong and productive partnerships with external agencies and key stakeholders.

Team Management

- To effectively build, lead and manage a team (including volunteers, contractors, Board members, consultants and BID levy-payers) to deliver the aims & objectives of the BID.
- To oversee all team management processes and procedures to ensure that the team are provided with appropriate levels of support, direction, motivation and leadership.



Job purpose and key responsibilities (continued)

Team Management (continued)

- To ensure that all BID teams are well managed at all times, by providing leadership and motivation, clearly setting out the strategy and direction of the BID and outlining how projects are to be delivered and managed. This will include briefing the team as a whole and individually, setting targets and timescales and monitoring & evaluating progress through appropriate processes.
- To ensure that the HR function is operated in accordance with relevant legislation, keeping the necessary documentation in relation to appointments, leave, pay and pensions. The BID Manager will respond promptly to all queries, taking specialist advice where necessary.

General

- To act as a champion for the BID Company and the BID members.
- To undertake any other tasks commensurate with the role.



Person specification

Essential experience and knowledge

1. At least three years of strategic leadership and management experience.
2. Significant and successful experience of working with businesses within a town or city environment, preferably within the context of a BID, Business Forum, retail business or similar.
3. A proven track record of successful project management and delivery.
4. Experience of developing marketing strategies, preferably involving destination marketing.
5. A demonstrable record of successful event management.
6. Experience of working to a board of directors or similar.
7. A proven track record of leading and managing teams, overseeing contractors and suppliers and working with consultants.
8. Experience of building successful partnerships with different people and organisations.
9. An excellent awareness of the current issues facing town and city centres.
10. Extensive experience in financial and budgetary management.
11. Experience of company administration.

Desirable experience and knowledge

1. Detailed knowledge of the legislation covering BIDs.
2. Experience of working in a BID environment.
3. Passionate about Christchurch and a knowledge of the town and local businesses.

Skills and abilities

1. Strong leadership skills and a passionate, self-starting approach to delivery and results.
2. Educated to degree level or equivalent, although priority will be given to experience.
3. Excellent communication, influencing, negotiating and networking skills.
4. The ability to build consensus, work with stakeholders and develop partnerships.
5. Strong commercial awareness.
6. The ability to generate income and raise funding.



Person specification (continued)

7. Competence in the use of a range of business IT applications and social media.
8. Openness to new ways of working and the willingness to embrace them.
9. The ability to work flexibly to respond to the needs of multiple complex projects.
10. The resilience and tenacity required to drive significant change.
11. The ability to solve problems creatively.
12. A very innovative and positive approach.
13. The ability to deliver agreed plans to very high standards.