

BID Manager

Job Description

Overview

We are looking for a highly organised, enthusiastic individual to join us, with a pro-active attitude and experience within project / event / town management.

The BID Manager will play a vital role in ensuring the success of the Bishop's Stortford BID, by leading and coordinating the implementation of key initiatives and events. Working in conjunction with the Board of Directors and a Marketing & Communications Manager, there is an annual budget of approximately £200,000 pa and a business plan set.

Working closely with a range of stakeholders, including the town, district and county councils, local organisations as well as all the BID businesses, you will help shape the future of Bishop's Stortford's town centre.

This high profile and challenging post will suit someone with a real passion for making things happen. The work will be varied and will include the developing, juggling and delivering a variety of projects, services and priorities; maintaining effective relationships with stakeholders at all levels and making sure that successes are widely promoted and understood.

Key Details

- Reports to: BID Directors
- Position: Part time / Full time considered for the right candidate. Minimum 3 days a week. Occasional evening, weekend and Bank Holiday working.
- Salary: £36,000 based on full time. Salary will be pro rata for a part time position
- Holiday entitlement: 25 days p.a. plus public holidays
- Location: Bishop's Stortford town centre
- This position is permanent but please note that the BID is in the first year of its second five year term (running 1 April 2023 to 31 March 2028). Applicants should therefore be aware that whilst the plan is that the BID will seek a third five year term when it goes to ballot in 2028, there is the possibility that this role could terminate on 31 March 2028).

About the BID

Bishop's Stortford Business Improvement District (BID) is a not-for-profit company set up to represent the needs of local businesses in Bishop's Stortford. It has an aim of improving the area as a place to work, shop, live and socialise.

You will be directly involved in the shaping of Bishop's Stortford over the next 5 year term of the BID. The BID has a new business plan to deliver with four key focus areas:

- Marketing
- Events
- Business Support
- Place-making

All projects aim to help create vibrant town centre, support businesses and help boost footfall.

Detailed Job Description

Project Management

- Full delivery of all areas of the Levy Payer voted business plan, monitoring progress and taking corrective actions as needed.
- Generate innovative project ideas that contribute to the development and enhancement of Bishop's Stortford's town centre, in line with the BID business plan.
- Manage and oversee the specified events and initiatives, ensuring they are executed smoothly and within agreed budget.

Partnership Working & Relationship Management

- Work closely with the BID Chair, Directors and Board.
- Engage with all levy payers, and ensure positive relationships are developed and maintained.
- Manage and build the relationships with key stakeholders involved in the town centre, in particular the Local Authority representatives, Bishop's Stortford Chamber of Commerce and other government/service agencies securing their active commitment and support for achieving the BID's objectives.
- Collaborate with third-party agencies, providing clear instructions and working closely with them to deliver projects effectively.
- Act as the face and voice of the BID, representing the organisation in a professional and engaging manner at various events, meetings, and networking opportunities.

BID Team Management & Reporting

- Provide effective leadership and management to the BID Team
- Report into the BID Chair and Directors.
- Attend, chair and prepare for quarterly Directors meetings, quarterly finance meetings and monthly Board meetings.
- Manage BID Board sub committees and organise regular meetings.
- Take and distribute minutes of all meetings.
- Organise the AGM every year, including writing the Annual Report.
- Line management of the Marketing & Communications Manager and any casual staff.

Marketing & Promotion

- Raise awareness of the BID and Discover Stortford to the people who live, work and socialise in Bishop' Stortford
- Work with local publications to secure editorial space and create engaging content.
- Communicate with BID businesses, including in person, by phone, by email and by social media to keep them informed and encourage engagement in BID activities.
- Together with the Marketing & Communications Manager, develop a robust marketing and communications plan, and ensure it is delivered on time to budget.

Event Management

- Develop, plan, and deliver agreed events within an agreed budget
- Research event ideas to include, but not limited to, costings, potential suppliers, permissions required and stakeholder consultations.
- Help devise a marketing plan for the events and deliver agreed actions.
- Prepare a risk assessment for all events
- Secure all required permissions, notify all stakeholders as required and ensure the safe operation of events.

Finance Management

- Liaise with East Herts District Council on BID levy collections, ensuring invoices are sent out on time and unpaid invoices are chased.
- Manage the payment of supplier invoices.
- Meet quarterly with the BID Finance Committee to ensure the budget and income are on track.
- Provide financial updates to the BID Directors
- Seek BID Board or Director authority for any projects above a certain amount.
- Proactively seek and secure additional funding and investment opportunities from third parties, expanding the financial resources available to the BID.

Re-ballot of the BID

- A year ahead of the re ballot being due,
- Oversee consultation with all BID businesses to gather feedback, including surveys, written communications and face to face events
- Lead on creation of the new Business Plan
- Liaise with the local authority on the coting procedure, Operating Agreement and all legal requirements.

Other

- Undertake any other task commensurate with this role.
- Dress appropriately and in accordance with the role's various requirements.
- Undertake any relevant training and development required to carry out the role and its responsibilities.
- Comply with all appropriate legislation including that of governing employment, data protection and health and safety.

This job description is current at the date of issue and in consultation with the post holder is liable to variation to reflect or anticipate changes in or to the job.

Equal Opportunities Policy Statement

Bishop's Stortford BID Ltd is striving towards equality of opportunity in all aspects of its operation including employment practices. We strive to eliminate discrimination and to redress imbalances in order to provide genuine equality of opportunity. We aim to treat all employees with dignity and respect and provide a working environment free from discrimination and harassment.

Knowledge/Qualifications / Training	Essential	Desirable
Educated to degree level or equivalent		X
Skills / Abilities	Essential	Desirable
Ability to undertake research and produce accurate information whilst adhering to deadlines;	X	
Good face to face, oral and written communication skills with a high degree of tact and diplomacy;	X	
Ability to use initiative to solve problems that are non-routine in nature;	X	
IT literate and able to keep abreast of new technology and ways of working, including knowledge of Mailchimp, Hootsuite, Wordpress, Outlook, Excel & PowerPoint.	X	
Ability to manage and use data accurately and in accordance with Data Protection guidelines	X	
Ability to work on own initiative and prioritise workload of self and others effectively in an energetic, enthusiastic and adaptable manner	X	
Ability to work collaboratively with businesses	X	
Strong commercial, income generation and fundraising skills	X	
Ability to build and maintain strong working relationships with, and motivate, a wide range of stakeholders	X	
Able to work evenings and weekends as required	X	
Experience	Essential	Desirable
Experience of Project management	X	
Experience of Town Centre management.		X
Experience of working with BIDs and local government.		X
A proven track record of developing and delivering business plans and projects		X
Experience in procurement and contract/operations management		X
Experience in financial and budget management		X
Experience of developing and delivering marketing plans		X
Proven ability to generate creative ideas and translate them into actionable projects	X	
Other Personal Attributes	Essential	Desirable
A genuine desire to play a key role in positively developing Bishop's Stortford's businesses and community	X	
Knowledge of Bishop's Stortford and the dynamics affecting the retail, evening/night time economy, and professional services business sectors that have an interest in Bishop's Stortford town centre and how these interface with each other and the local community		X
Access to a car		X

Application Process

Please send your CV and a cover letter detailing your experience and suitability for the role to info@bishopsstortfordbid.co.uk.

Deadline for all applications is: **Friday 1 December**, however applications will be reviewed when they are received so we recommend applying early. We reserve the right to change the deadline date if required.