**Coastal BID Operations Executive**

**Job title**: Coastal BID Operations Executive

**Reporting to**: Coastal BID Manager.

**Term Fixed term** 30 June 2022, with a possibility of extension subject to a successful

renewal ballot

**Hours** 39.5 hours per week

**Location** BID offices, Bournemouth town centre, Bournemouth coastal villages and

any other locations as required to deliver the CBID Business Plan

1. **Job function**

To act as the day-to-day lead for the delivery of CBID projects set out in the Coastal BID Business Plan and related action and marketing plans as agreed with the CBID Manager and to act as point of contact in the CBID office for CBID businesses.

Key Responsibilities

1. Working to the agreed annual CBID strategy and action plan and in consultation with the CBID Manager, to deliver all the projects allocated for the period successfully and safely, on time and to budget.
2. Supporting the CBID Manager in preparation, consultation and delivering the CBID renewal ballot
3. To enhance the marketing and promotion of events in and around Bournemouth so that local (particularly Coastal BID) businesses can maximise the benefit from these activities.

**b) Position overview**

1. The role plays a vital part in the administration and smooth-running of the CBID office
2. The role will be involved with the co-ordination of office procedures and has responsibility for specific projects and tasks, including being the point of contact in the office for businesses queries and support.
3. The role involves both written and oral communication, word processing and typing, and requires relevant skills such as IT and typing, organisational skills, and the ability to multi-task and work well under pressure, often juggling several tasks at once.
4. The postholder will be expected to maintain a good working relationship broad range of internal and external customers, CBID businesses and other stakeholders, including providing advice and support wherever necessary and appropriate.
5. The postholder will be required to support marketing and events activity and to support the CBID Manager in day-to-day operation of the CBID.
6. Assist BID levy payers to exploit and gain the maximum benefit from locally based events and activities
7. Pro-actively identify events which will encourage staying visitors to Bournemouth, especially new events that meet the Coastal BID’s strategic approach

**c) Key tasks and responsibilities**

* To provide regular and timely information to all levy payers in the CBID area about the projects and activities of the CBID and the way the levy is managed on their behalf, including regular newsletters, e-bulletins and to contribute to the annual report.
* Work with CBID levy payers to ensure they are aware of relevant projects and events and assist them to promote them in such a way as to attract more custom
* Ensure all CBID sponsored events are appropriately marketed to and through BID levy payers
* Compile an information calendar for Bournemouth businesses which will enable them to identify the expected levels of day and staying visitors for key leisure, business and entertainment events taking place in the town/area
* Activities include word processing, composing correspondence, dealing with telephone and email enquiries, creating and maintaining filing systems including financial, keeping diaries and arranging meetings/appointments.
* Work in partnership with the Tourism teams to pro-actively identify events which will encourage staying visitors to Bournemouth
* Seek ways in which to promote key activities and events for the benefit of Coastal BID levy payers through the exchange of information with other parties

The role may also include many of the following:

* using a variety of software packages, such as Microsoft Office, to produce correspondence and documents, and maintain presentations, spreadsheets and databases;
* using content management systems, e.g. WordPress and MailChimp, to maintain and update internal databases including managing the content on the CBID website ensuring up to date information and materials are present.
* organising and storing paperwork, documents and computer-based information.

Other duties include:

* Comply with appropriate legislation (e.g. employment, data protection, health and safety)
* Carry out any other reasonable activities as required by the CBID Board.

**d) Outline terms & conditions**

Annual salary: **£22.500 - £25,000 depending on experience**

Annual holiday entitlement: 28 days, including statutory bank holidays

Working week: 39.5 hours. No paid overtime. TOIL re weekend working.

Pension: state work pension scheme: full contribution by employer

**e) Person Specification**

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| **Qualifications** | *Essential*   * Relevant professional or vocational qualification, or educated to degree level |
| **Experience** | *Essential*   * Proven experience in building and maintaining strong working relationships with a diverse range of partners * Experience with social media, websites * Proficiency in MS Office   *Desirable*   * Experience in marketing and / or events * Experience with WordPress * Experience of dealing with simultaneous and often conflicting demands from more than one person. |
| **Personal attributes** | *Essential*   * Advanced keyboard and IT skills * Excellent communication, organisational and ICT skills (written and oral). * Produce and process data and documents to ensure accurate reports and information * Ability to organise own workload and determine priorities within the working day * Ability to handle sensitive and confidential information and issues appropriately * Ability to work under pressure, to tight deadlines and re plan workload in order to meet unexpected deadlines * Good time management skills * Tactful and diplomatic, yet a resilient character * Able to work on own initiative and as part of a team * Enthusiastic and adaptable * Self-motivated with a can-do attitude. * Committed to providing exceptional customer service * Ability to resolve complex problems , some of which are not covered by existing rules, procedures or instructions * Ability to quickly establish good working relationships at all levels. |

**f) Recruitment process**

Applications should be sent to the Coastal BID office – 1st Floor, Burlington House, Burlington Arcade, St Peter’s Road, Bournemouth BH1 2HZ, [stefan@coastalbid.co.uk](mailto:stefan@coastalbid.co.uk)) . (Preferred method is by email.)

Your application should include your CV together with a letter briefly outlining why you are applying for this post.

Short listed applicants will be invited to a first stage interview with Coastal BID Manager.

**Coastal BID Operations Executive**

The Bournemouth Coastal Business Improvement District (BID) is recruiting for an exciting role to work directly with BID businesses assisting them to maximise the commercial benefit from projects and events taking place in Bournemouth.

The Coastal BID was voted through for a second term in 2017 to deliver on four specific projects:

* Marketing Bournemouth to staying visitors during the off- season
* Helping to make Bournemouth a more eventful town
* Promoting all coastal districts, including Boscombe, Southbourne and Westbourne
* Working to make businesses within the BID area more profitable

The CBID has been extremely successful in helping to attract, develop and fund a range of new events – both major events (such as the new Christmas Tree Wonderland 2018) and local events in the coastal villages (such as Shake ‘n Stir in Southbourne). With this experience, we are looking to recruit for this post to communicate b2b and b2c, help BID businesses maximise the benefit from the wide range of activities and events which take place across the town and prepare the ballot for the third term from 2020.

Whilst based in the Coastal BID office, you will be working with a wide range of people including:

* CBID businesses
* CBID and Town Centre BID team
* Event organisers and other third parties, e.g. contractors
* Members of the Tourism, Events and Marketing team at Bournemouth Council.

The primary purpose of this role is to facilitate connections between CBID team with CBID businesses and event organisers. You will be providing the lead in developing innovative ways in which local businesses can tap into CBID benefits, activities and events taking place in Bournemouth. You will need to be able to demonstrate that you have experience working with a wide cross-section of people, are confident, able to present yourself well, and inspire confidence.

The role will see you as an important link between the CBID administration and outreach to CBID businesses and stakeholders, supporting the CBID team in delivering the CBID strategy and preparing the renewal ballot by researching potential CBID activities. You will also collate information from a range of sources to better promote Bournemouth as England’s most eventful resort.

Please note it is not intended that this post takes on the role of organising CBID activities and events themselves.

The Coastal BID was voted through a second term by local businesses within Bournemouth’s coastal strip in June 2017, along with the Town Centre BID. Although they are two entirely separate organisations, with their own business plans and staff, the BIDs aim for synergies in joint projects like Christmas.