

## Bournemouth Coastal BID Manager

With the retirement of the current incumbent, the Bournemouth Coastal Business Improvement District (BID) is looking to recruit a new BID Manager.

The Coastal BID was one of two BIDs which campaigned and were voted through at the same time in Bournemouth. The Town Centre BID is a separate legal entity, with its own staff and Business Plan. The two BIDs share an office above the Burlington Arcade in central Bournemouth.

The Coastal BID was voted through in 2012 to deliver on four specific projects:

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

A copy of the Business Plan is available on the Coastal BID website.

The BID is in the third year of a five year term. It currently employs two people – the BID Manager and a Business Support Executive. It is anticipated that the newly created post of Events Promotion Executive will be filled early in the new year.

The BID has successfully run five off-season campaigns and supported a number of new events both in the town centre and in the three coastal villages (Boscombe, Southbourne and Westbourne). It has good relations with the trading groups in these areas. The BID Manager also represents the BID on a number of influential stakeholder groups within the town.

The incoming BID Manager will be expected to maintain the profile of the Coastal BID within the local business community as the organisation moves towards the re-ballot in 2016/17. The successful candidate will play a key role in organising and leading the campaign to get the Coastal BID voted through for a second term.

<b>Annual salary:</b>	£40,000
<b>Annual holiday entitlement:</b>	28 days, including statutory bank holidays
<b>Working week:</b>	40 hours. No paid overtime. TOIL re weekend working.
<b>Pension:</b>	Currently no provision for a company pension scheme

### Recruitment process

The post will be advertised at the beginning of January 2015. Applications should be sent to the The Chairman, Bournemouth Coastal BID, 3<sup>rd</sup> Floor, Burlington House, Burlington Arcade, St Peter's Road, Bournemouth BH1 2HZ, [chairman@coastalbid.co.uk](mailto:chairman@coastalbid.co.uk) - to arrive by **5.30pm on Friday 30 January 2015**. (Preferred method of application 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 an interview in early February 2015.

## Coastal BID Manager – Job description and person specification

**Job title:** BID Manager  
**Responsible to:** Coastal BID Board  
**Reporting to:** The Coastal BID Board Chairman for operational and day-to-day matters.  
**Staff reporting in:** Business Sales Executive and Events Promotion Executive

### a) Job function

To provide the day-to-day management and leadership of the Coastal BID Company, working with the appropriate local agencies and service providers. Ensure that the BID Business Plan is delivered in a professional, transparent and cost effective manner.

### b) Position overview

1. Act as the champion for the BID and be the main point of contact for all strategic and operational matters relating to the Coastal BID, including the media
2. Deliver the aims and objectives set out in the Coastal BID Business Plan 2012-2017
3. Prepare and deliver the annual Action Plans, as agreed by the BID Board
4. Communicate and build relationships with the levy payers within the BID area
5. Lead the BID through a successful campaign and re-ballot in 2016/2017
6. Ensure the proper and effective operation and development of the BID Company in accordance with its constitution and within the agreed budget.

### c) Key tasks and responsibilities

- Develop and manage effective relationships with key stakeholders at strategic and operational levels including levy payers, private sector partners, the local authority, third party service providers, the press, media and other relevant, interested groups to ensure the progress of the BID's aims and activities
- Develop a wide group of networking contacts and represent the BID on relevant groups
- Ensure that BID levy payers understand and identify with the BID's aims and objectives
- Deliver a successful re-ballot for the second and future terms of the BID
- Deal with all media and press enquiries and proactively seek appropriate media coverage
- Provide a lead to the BID Board in reviewing the strategic aims and, based on these, prepare and deliver the agreed annual Action Plans
- Develop and monitor the KPIs relevant to the Business Plan initiatives
- Monitor and review any funding applications and ensure that processes are put in place to ensure that all conditions of funding are met
- Monitor the services set out in the baseline agreements.
- Effectively manage the programmes of work, contracts and BID staff
- Continue to seek further funding through private sector involvement and contributions.
- React as appropriate to issues that may affect local businesses and the BID area.
- Ensure regularly visits and monitoring of key districts within the BID area
- Ensure effective and regular communication with relevant parties and maintain a website to keep businesses up to date and conversant with the BID's activities
- Work with and support the activities of the Town Centre BID wherever possible
- Ensure budgetary management and compliance within agreed financial controls and procedures, especially the BID Levy Collection agreement with Bournemouth Council
- Organise BID Board meetings as well as General Meetings and Annual General Meetings for members, ensuring that agendas and papers are correctly sent out
- Comply with appropriate legislation (e.g. employment, data protection, health and safety)
- Carry out any other reasonable activities as required by the BID Board.

## Responsibilities

The following table seeks to identify how the responsibilities for the effective management and development of the Coastal BID are shared between the BID Manager and the BID Board, based on the "Organisational and Financial Protocols" as agreed by the BID Steering Group at its meeting in April 2012 and updated at the 8 May 2012 Board meeting.

<b>Area of responsibility</b>	<b>Board</b>	<b>Manager</b>
Delivery of the overall Business Plan 2012-2017	Responsibility of the Board	Provides advice and guidance and implements the decisions of the Board
Annual action plans and associated budgets	Board agrees plans and budgets	Provides advice, prepares and delivers agreed plans working to agreed budgets
Operation of BID office	Board agrees overall budget and staffing provision	Responsible for employment of staff and day to day operation of the BID office
Finance	Directors ultimately responsible for financial management of company.  Board to approve annual budget and specific projects.	Day to day financial management within the agreed budgets.  Manager to work within agreed budgets, reporting variances to Board  Manager can make payments up to £2500  Cheques/payments over £2500 require approval of Chairman/Vice Chairman
Long term contracts	Board to authorise long term contracts with a value in excess of £2,500. Manager and Chairman to sign.	Manager able to authorise long term contracts under £2,500 and sign off.
Goods & services	Board approves overall and project budgets	Manager responsible for contracting goods and services within this budget
Staff	Staffing structure and roles approved by Board	Hire and management of staff and consultants the responsibility of the manager.

#### d) Person Specification

<p><b>Qualifications</b></p>	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• Educated to degree level, or an equivalent professional or vocational qualification</li> </ul> <p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Qualification in BID or town centre management</li> <li>• Qualification in marketing or tourism</li> </ul>
<p><b>Experience</b></p>	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• Previous multi-functional, operational experience</li> <li>• A results orientated, high achiever with demonstrable success in the private sector</li> <li>• An awareness, understanding, knowledge and experience of the key issues and dynamics affecting the tourism, retail, leisure, public and other sectors that have an interest in the BID area</li> <li>• Experience of dealing with the media and press.</li> <li>• Good delivery when speaking in public</li> <li>• Experience in marketing and working with creative, design &amp; marketing agencies</li> <li>• Good understanding of social media</li> <li>• Proven experience in building and maintaining strong working relationships with a diverse set of partners</li> <li>• Ability to effectively present a business case to key stakeholders</li> <li>• Ability to use the variety of Microsoft Office based applications</li> <li>• Effective management of budgets and use of accounting software</li> </ul> <p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Experience in event management or brand management</li> <li>• A working knowledge of company and financial legislation in relation to a “Company Limited by Guarantee”</li> <li>• Working knowledge of local government politics and processes</li> </ul>
<p><b>Personal attributes</b></p>	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• Someone who commands respect, as an authoritative figure</li> <li>• Energetic, enthusiastic and adaptable</li> <li>• Self-motivated with a can-do attitude.</li> <li>• Strong communication skills (written and oral).</li> <li>• Tactful and diplomatic</li> <li>• Demonstrable commitment to providing an exceptional customer service culture</li> <li>• Attention to detail</li> <li>• Ability to prioritise and remain focused; to organise workloads of self and others with no daily supervision.</li> <li>• Ability to work under pressure and to tight deadlines</li> <li>• Ability to quickly establish good working relationships at all levels.</li> <li>• Own car and full driving licence</li> </ul>