

BID Manager

West Ealing is benefitting from unparalleled investment, with a new Crossrail station and services due to open at the end of 2019 and development schemes within the core BID area creating exciting new residential and commercial space. A new co-working hub (Ealing Works) is due to open late 2017 and will be at the heart of the business community. Regeneration schemes mixed with a wealth of flourishing independent restaurants and businesses makes for a rich and diverse town centre.

We are looking for a self-starter with the passion and enthusiasm to deliver the projects set out in our West Ealing Business Improvement District Business Plan over the remaining two years of the current term and to lead the BID through renewal for a second term ensuring our town centre business harness the benefit of investment in the area.

You will have outstanding communication skills and be able to influence others and develop positive collaborative relationships. You will have well-honed business skills and a real desire to achieve results, which will enable you to deliver a clear return on investment for BID levy payers.

Your management experience will ensure you are confident in all situations and have the tangible skills to back this up, delivering strong budget management, excellent stakeholder engagement, effective project management and insightful ideas for future projects to improve the town centre.

A passionate champion of the town centre and the BID, you will communicate its aims, objectives and successes to diverse audiences including levy payers, stakeholders and potential investors across public, private and third sector organisations. You will keep the Board fully up-to-date with all the information it needs to steer the BID programme through effectively.

Our vision reads that the BID is to be the most innovative and responsive organisation in the West Ealing area, supporting businesses with services, projects and programmes that enable business to thrive, drive footfall, encourage local spend and promote the strength of community.

Job Description

Job title:	BID Manager
Organisation:	West Ealing Business Improvement District
Salary:	£35,000-£38,000 per annum plus pension contribution (after probation period.)
Reporting to:	West Ealing BID Board
Responsible for:	Town Ranger (in position) and part time Marketing/Social Media manager (to recruit)
Term:	Full time contract to 31 March 2019 (Extension dependant on renewal)
Hours:	37.5 hours per week with additional evening/weekends to meet requirements of the business

Job Purpose

To support the businesses of West Ealing Business Improvement District (BID) and achieve the delivery of the objectives as stated in the business plan. This will be done by liaising with and developing strong relationships with businesses, agencies, the police and the local councils, interpreting ideas into practical deliverable actions, coordinating activity, project management and communication across all levels of stakeholders.

Main Responsibilities and Activities

- Work closely with the BID Chair and Board and represent the BID in a professional and exemplary manner at all times;
- Develop strong working relationships with businesses, partner organisations, agencies, public and voluntary sectors, resident groups and stakeholders across the area with whom the BID relies for the successful delivery of its business plan;
- Communicate effectively with businesses, agencies and local authorities to gain support and commitment to the delivery of the BID business plan;
- To lead on setting the strategy for WEBID for its second term and lead the BID through renewal for a second term 2019-2025.
- To ensure the effective management of the BID Company including finance, employment, contracts, health & safety and project management.

Project Delivery

- Identify and directly deliver projects and work with suppliers and businesses to support and enable this project delivery;
- Identify opportunities where, by working with partners to support or add value to their project delivery, it will also address BID objectives;
- Develop working groups of stakeholders to engage them in the project delivery of the BID, providing a lead as chair of these meetings, structuring agendas, recording notes and coordinating resulting actions and activity;
- Coordinate the production and distribution of publications and promotions such as leaflets, newsletters, press releases and digital media that further the BIDs aims and engages audiences at each level;
- Develop tender briefs to aid with contractor selection, liaise with BID contractors and suppliers on operational matters and oversee payment, to ensure both effective project delivery and value for money;
- Seek to secure additional revenue and match funding for delivery of projects;

- Establish and enhance a team spirit and sense of pride in the various roles performed within the BID.

Reporting and representation

- Coordinate and attend Board meetings, structuring agendas, providing a brief to the Chair and supplying the directors with the necessary literature and reports to allow them to come to informed, relevant and accurate decisions, recording minutes and coordinating resulting actions and project delivery;
- Monitor project delivery and report progress and project plans to the Board Chair (as line manager) and at the Board meetings;
- Ensure the efficient and effective management of the BID through the implementation of management and quality control systems;
- Responsible for forecasting and management of budgets for both revenue and expenditure;
- Maintain accurate financial records and adhere to financial protocols;
- Work with the Board to support them in safeguarding the financial position of the BID Company to ensure that performance is at least in-line with approved budgets;
- Ensure effective measurement and performance of all service providers;
- Liaise with the 'Billing Authority' representing the BID in monitoring collections;
- Identify and deliver key performance measurement standards;
- Represent the BID at appropriate internal & external events;
- Represent the BID on other partner forums, groups and committees;
- Attend BID related meetings, seminars and conferences at local level to support the development of the BID project

The job description is a guide the nature of the work required but does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development, which may be required in future

Person Specification

Qualifications, knowledge and experience

Essential

- Good level of general education, either degree level or equivalent experience in a field such as town centre management, regeneration, project management or marketing;
- Knowledge of the legislation covering BIDs and experience of working in a BID environment;
- Experience of BID ballot management;
- Experience of working at senior management level;
- A track record of successful project delivery through the full project spectrum;
- Excellent and creative communications skills including the ability to write clear and concise English, confident verbal and presentation;
- Well-developed sales skills to present the BID concept and business plan and the BID's delivery achievements to its levy payers;
- Good understanding of the legal requirements involved in managing a company especially HR and finance;
- Experience of working across the private, public and voluntary sectors and the ability to drive value from partnerships.

Desirable

- Experience of leading or managing a small organisation, business or partnership;
- Knowledge and understanding of the issues facing businesses and how our high streets are changing;
- Experience in place branding or marketing.

Skills and abilities

- Ability to challenge, lead and influence a range of audiences at varying levels of seniority to ensure the BID is delivering for our town centre businesses;
 - Strong leadership, communication and networking skills including ability to manage stakeholder and develop partnerships;
 - IT literate with digital marketing skills;
 - Administration and financial management;
 - Flexible and creative in delivering services within tight budgets;
 - Ability to build effective relationships with levy payers, stakeholders and staff;
 - Commercially astute with the ability to recognise both risk and opportunity;
 - Tenacious and resilient, with the ability to juggle a variety of priorities and projects.
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Applications:

To apply for this post please email your CV and cover letter to:

Ann Hunter
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4th Floor Villiers House
Ealing, W5 2PA

E: ann@westealingbid.co.uk

T: 020 8231 2417

The deadline for applications is Tuesday 4 July 2017.
