



## **JOB VACANCY: VISIT STAINES BID MANAGER**

### **JOB DESCRIPTION & SPECIFICATION**

To manage the operational delivery and day to day activity of the Visit Staines Business Improvement District (BID) five- year business strategy for all businesses (300 BID Members) and their customers within the BID boundary.

The Visit Staines BID was first introduced on 1<sup>st</sup> April 2017 and prior to its 5-year BID term concluding went to re-ballot during March 2022. Following the successful ballot outcome on 31<sup>st</sup> March 2022, the new 5-year BID term will commence on 1<sup>st</sup> April 2022 – 31<sup>st</sup> March 2027 and we are looking for the right candidate to take the BID forward and deliver the new initiatives contained within the business plan.

This is a very exciting time to join the Visit Staines BID for our second term and a fantastic opportunity for the right candidate to assist with the town centre recovery post-Covid.

### **REPORTING TO**

Visit Staines BID Board and Directors.

### **SALARY**

£40,000 - £50,000 depending on experience

The position can be on employed / self-employed basis to suit successful candidate.

### **HOLIDAYS**

25 days annual leave in addition to statutory Public Holidays, for employee status.

### **SICKNESS PAY**

Statutory for employees.

### **HOURS OF WORK**

Full Time – based on 37 Hours per week (some additional hours will be required to support events at weekends and Bank Holidays).

Part time hours considered.

### **PERIOD OF CONTRACT/NOTICE**

Permanent subject to successful ballot to extend the BID every 5 years.

### **PROBATION PERIOD**

Permanent employment will be subject to satisfactory completion of a 6 month probationary period.

### **OUR MISSION**

Since the legislation was introduced in the UK in 2004, more than 350 Business Improvement Districts (BIDs) have been developed in towns, cities and business parks across the UK with a total investment exceeding £100m annually. Their mission is to introduce new initiatives in the area to boost footfall, spend, dwell time and attract inward investment.

Ultimately, the aim is to maximise a destination and empower local businesses to tackle local issues. Money is raised locally, invested locally, and managed locally. It is a powerful voice for local business to shape our town.

Staines-upon-Thames is not immune to the general challenges High Streets across the UK face. The work of the BID aims to support, safeguard and improve Staines-upon-Thames for businesses, residents and visitors alike, to make the town the best it can be.

### **BID OBJECTIVES**

- Direct and deliver £1.8million of investment in the town centre over the 5 years of the BID.
- Deliver the projects and initiatives set out in the BID business plan 2022 – 2027 available to view at [www.visitstaines.co.uk](http://www.visitstaines.co.uk)
- Increase footfall and raise the towns profile through enhanced and targeted marketing, year round events and promotions.
- Improve visitors / shoppers experience and perceptions of the town by helping deliver a safe, clean and welcoming town centre, day and night.
- Make sure the voice of business is heard on key issues.

### **JOB SUMMARY**

- To lead and manage the operational delivery of the BID projects, contracts and initiatives.
- Day to day management of the BID staff and contractors.
- Provide support to the BID Board and Directors.
- Regular engagement with the Local Authorities and other Stakeholder groups.
- Regular liaison with Town Centre businesses
- Liaising with Spelthorne Borough Council regarding the collection of the BID Levy.
- Managing the procurement of services i.e. Christmas Lights, Social Media and Farmers Market provision.

### **KEY RESPONSIBILITIES**

#### **Leadership and management of the operational delivery of the BID projects, contracts, and initiatives**

- Manage the overall BID budget in line with financial control procedures to ensure that BID activities are developed within the agreed budget and monitor expenditure and advise the Board of the financial position.
- Manage Staff and Contractors to ensure projects and initiatives are developed in a cost and time efficient manner and ensure that all those involved in the BID understand the contribution they make and identify with the BIDs aims and objectives
- Manage the continued delivery of key recurring projects and contracts such as the annual Town Centre Christmas lights, the floral planters, hanging baskets and High Street digital signs.

- Undertake both operational and strategic projects to sustain the success of the Business Improvement District in line with the BID Business Plan.
- Effectively manage all programmes of work identified within the BID Business Plan.
- Co-ordinate and manage marketing, promotional and associated events to ensure that the town centre is promoted appropriately.
- To work in partnership to develop and help implement any projects and activities relating to the town centre as agreed with the appropriate public agencies and react as appropriate to issues that may affect local businesses and the town centre.
- Take on additional tasks as directed by the BID Board

### **KEY SKILLS & QUALIFICATIONS REQUIRED**

- Minimum five years management and leadership related experience – Not for profit experience an advantage.
- Town Centre Manager / BID Manager / Shopping Centre management experience essential.
- Proficiency with Microsoft Office (Word, Excel, Outlook and Powerpoint), databases/CRM systems and social media platforms.
- Able to take responsibility and use good judgement in the application of authority.
- Maintaining the confidentiality of privileged information.
- Ability to multi-task and prioritise in a dynamic work environment.
- Strong attention to detail and ability to work as a team member with minimal supervision.
- Establishing and maintaining effective relationships with key stakeholders, Board Members, local authorities and key businesses with the BID area
- High level of interpersonal and communication skills
- Experience of project and budget management.
- Evidence of knowledge of both public and private sector activities in town centres.
- Ability to communicate both orally and in writing to a wide range of audiences (including ability to write clear and concise reports and presentations)
- An ability to prioritise and remain focused; to organise workloads of self and others with no daily supervision.
- Ability to build and maintain strong working relationships with a diverse set of partners.
- Ability to work under pressure and to tight deadlines
- Ability to develop effective work plans, organise details, set priorities, and meet deadlines.
- Entrepreneurial in nature and with confidence to develop and push forward plans and projects
- Knowledge of company and financial legislation in relation to limited companies.
- Experience of dealing with the media and press would be desirable.
- Experience in marketing or brand management would be desirable.
- Knowledge and experience of the dynamics affecting the retail, hospitality, leisure, office, public and other sectors that have an interest in the town centre would be desirable
- Ability to analyse problems and adopt an innovative approach to finding solutions

- Ability to effectively present a business case to key stakeholders for recommending changes.
- An excellent knowledge of the local area.
- The ability to deliver a first-class standard of customer service.

*We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.*

**Please complete the application form on the website at [www.visitstaines.co.uk](http://www.visitstaines.co.uk) and send with a copy of your CV and covering letter to [Michelle@visitstaines.co.uk](mailto:Michelle@visitstaines.co.uk)**

**Applications must be received by 5pm Friday 29<sup>th</sup> April 2022.  
Interviews will be conducted during May 2022.**

**For questions please contact [Michelle@visitstaines.co.uk](mailto:Michelle@visitstaines.co.uk)**