



HARROGATE BID MANAGER JOB DESCRIPTION & SPECIFICATION

JOB PURPOSE

To manage the operational delivery and day to day activity of the Harrogate BID five-year business strategy for all businesses and their customers within the BID boundary.

REPORTING TO

Harrogate BID Board Chair & Directors

SALARY

£40k to £45k depending on experience

PENSION

NEST Pension Scheme

HOLIDAYS

25 days annual leave in addition to statutory Public Holidays

SICKNESS PAY

Statutory

HOURS OF WORK

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

PERIOD OF CONTRACT/NOTICE

Permanent subject to successful ballots to extend the Harrogate BID every 5 years.
Notice period is three months

TRAINING & INDUCTION

A comprehensive induction programme will be provided including training in specific systems such as the Solomon database and the Gift Card systems.

PROBATION PERIOD

Permanent employment will be subject to satisfactory completion of a 6 month probationary period. Performance reviews will be carried out monthly over the first six months.

OUR MISSION

Since the legislation was introduced in the UK in 2004, more than 300 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.

Harrogate has fantastic assets, but is not immune to the general challenges High Streets across the UK face. The work of the BID aims to support, safeguard and improve Harrogate for residents and visitors alike, to make the town the best it can be.

BID OBJECTIVES

- Direct and deliver over £3 million of investment in the town centre over the 5 years of the BID.
- Increase footfall and raise the town's profile through enhanced and targeted marketing and promotions.
- Improve people's experience and perceptions of the town by helping deliver a safe, clean and welcoming town centre, day and night.
- Address the issues of accessibility and parking.
- Make sure the voice of business is heard on key issues and together reduce business costs through centrally negotiated services.

JOB SUMMARY

- To lead and manage the operational delivery of the BID projects, contracts and initiatives.
- Day to day management of the Project Administrator.
- Day to day management of the Harrogate Hosts.
- Provide support to the BID Chair and Directors.
- Regular engagement with the Local Authorities and other Stakeholder groups.
- Regular liaison with Town Centre businesses
- Liaising with Harrogate Borough Council regarding the collection of the BID Levy.
- Managing the procurement of services.

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, Contractors and Partners 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 BID's aims and objectives
- Manage the continued delivery of key recurring projects and contracts such as the regular deep cleaning of the Town Centre, the installation of the annual Town Centre Christmas lights, the retailer floral planters and the barrier baskets.
- 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 ensuring that interdependencies are identified and work is undertaken to appropriate time, cost and quality with the resources available
- Measure, monitor and be proactive in improving the Key Performance Indicator's (KPI's) set out in the Business Plan to the satisfaction of the BID Board.
- Co-ordinate and manage marketing, promotional and associated events with the assistance of events agencies 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.
- Comply with appropriate legislation governing employment and data protection as part of day to day management of the BID Company and deployment of additional resources.
- To comply with Health and Safety policies, organisations statements and procedures, report any incidents/accidents/hazards and take pro-active approach to health and safety matters in order to protect both yourself and others.

Day to day management of the Project Administrator

The Project Administrator is responsible for the following:

- Managing and keeping up to date all aspects of BID Customer Database

including liaising with the local Council over changes of property details and updating key business contact information.

- Responding to business and customer enquiries promptly or escalating to the BID Manager and Board Chair as required.
- Monitoring the Harrogate Gift Card online dashboard, processing and mailing out gift cards purchased online, providing support to businesses that accept the gift card, setting up new businesses in conjunction with gift card supplier and updating the gift card website.
- Supporting the BID Ambassadors/Hosts through managing and updating actions detailed within the patrol reports and liaising with the appropriate local agencies.
- Preparing for Board meetings by emailing/printing agendas, minutes and other documents.
- Performing general administrative support.

Day to day management of the Harrogate Hosts.

The Harrogate Hosts work a total of 42 hours each week and are responsible for the following:

- Patrolling and checking all streets in the BID area at least once each week to make sure that all cleaning, maintenance and repair items are photographed and reported to the BID Project Administrator for raising with the relevant local authorities or BID contractors.
- Meet with all levy paying businesses at least once each year and that visits are logged with the BID Project Administrator. Contact details must be checked and updated as part of the visit

Provide support to the BID Chair and Directors.

- Assist the Directors in devising and planning projects to help deliver the objectives set out in the 2019 to 2023 Business Plan
- Attend the various Director Working Group meetings and manage the delivery of any actions and proposals agreed.
- prepare reports and briefing papers for the BID Board to make appropriate and informed decisions.
- Ensure the proper and effective operation and development of the BID Company in accordance with the constitution.

Regular engagement with the Local Authorities and other Stakeholder groups

- Meet monthly with Harrogate Borough Council to discuss shared strategic priorities and monitor performance of Council services provided within the BID levy area.

- Meet with both Harrogate Borough Council & North Yorkshire County Council as required for guidance and approvals in relation to the delivery of BID projects such as Christmas lighting.
- Meet with Town Centre stakeholder groups to plan and develop projects within the BID area.

Regular liaison with Town Centre businesses, responding to any concerns and ideas raised,

- Meet regularly with key Town Centre businesses to update them on the BID's priorities and achievements
- Meet with businesses to respond to any concerns or issues raised about the activities of the BID
- Update the Board on any ideas and issues raised by businesses in the BID area.

Liaising with Harrogate Borough Council regarding the collection of the BID Levy.

- Meet regularly with the Councils Revenues and Benefits Manager to monitor progress with the collection of the annual BID levy.
- Provide regular updates to the BID Board on levy received and outstanding levy remaining to be collected.
- Provide information on the BID's planned and past activities to be included within the billing letters sent out by the Council.
- Respond to any issues raised with the Council collection team about the BID's activities

Managing the procurement of services.

- Prepare specifications and tender documents for the supply of services.
- Ensure contract are in place for all contracted services.
- Monitor expenditure in line with agreed BID Budgets and check/approve all invoices for payment
- Wherever possible, ensure that local suppliers are used to provide the BID's services.

Take on additional tasks as directed by the BID Board Chair

KEY SKILLS & QUALIFICATIONS REQUIRED

- Minimum five years senior management and leadership related experience – Not for profit experience an advantage.
- Proficiency with Microsoft Office (Word, Excel, Outlook and Powerpoint), databases/CRM systems and social media platforms – Wordpress experience an advantage.
- 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 Directors, 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.
- IOSH Managing Safely or similar H&S qualification along with experience of developing safety policies & procedures.
- 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.