

BRIGHOUSE BID

Introduction

In November 2018 the businesses in Brighouse Town Centre voted *Yes* to forming a business improvement district to deliver the priorities identified in the business plan.

The BID will have an initial budget of c. £120,000 per year to spend on this activity and, with extra fundraising and matched funding, is likely to have closer to £250,00 per year (ideally no upper limit) with a dedicated team to help promote the town and manage these initiatives.

This is a very important development for Brighouse, and will enable us to build on the incredible work carried out by the BBI over recent years.

We are looking for an experienced, ambitious and enthusiastic professional to manage the BID and help us realise our exciting vision for the town centre.

We have a diverse range of businesses and an active high street and exciting plans for the future.

More importantly, this is a rare opportunity to start right at the beginning and see your efforts come to fruition. The Brighouse BID aims to be an example of combined intelligence, focused activity and become an award winning BID within the 90 or so BID's currently in existence.

More details of the BID are included in the outline business plan on www.brighousebid.co.uk/proposal/

How To Apply

- Please read the **Brighouse BID prospectus and Business Plan**, plus the **Job Description and Person Specification** for this role, to ensure that you have a full picture of what this post will be expected to deliver.
- Please **send an up to date CV** detailing all previous employment including a summary of key achievements and reasons for leaving any previous employment, explaining any gaps in your employment history, plus education and relevant qualifications.
- Please **also send a covering letter** (no more than 2 sides of A4 @ 11pt) explaining how you meet the person specification and detailing your experience that is relevant to the job description, and include a brief statement of why you are applying for this role.
- We will require **contact details of 2 referees**, one of which should be your current or most recent employer. We will not contact your referees without your permission.
- Shortlisted candidates will be invited for an interview and selection process in Brighouse - date to be confirmed. A short presentation will be required and you will be notified of the subject matter when invited to the interview.

Applications should be sent by email to info@rokt.co.uk or by post to **Brighouse BID, Euan Noble, ROKT LTD, The Old Flour Mill, Mill Royd Street, Brighouse, HD6 1EY**

Closing date for applications is 5pm on 22nd February 2019.

Shortlisted candidates will be notified by 28th of February 2019.

If you have any queries on this process or the role please contact Euan on the email above, with details of your query and he will be able to source a response from the Directors of the BID.

Brighouse BID Marketing Manager Job Description

Job title: Brighouse BID Marketing Manager
Location: Brighouse (TBC)
Salary: £30 - £40k
Hours: Full Time or Job Share (37 hrs per week) See below for details
Holidays: 33 days (including bank holidays)
Reporting to: Chair the Board of Directors
Direct Reports: Zero initially
Date: Target date to start April 2019

(Please note the BID period is for 5 years for the first round of funding, if successful and voted for again by the businesses of Brighouse it is anticipated that further BID cycles will take place)

Job Purpose

To support the businesses of the Brighouse Improvement District (BID) to achieve their aim of delivering the objectives in their agreed business plan, by developing and delivering a clear and achievable project and activity plan that supports this aim.

This will be done by planning, managing and delivering the day to day activity of the BID, liaising with and developing strong relationships with businesses, development agencies, police and the local borough and county councils, interpreting ideas and proposals into practical deliverable actions and coordinating activity and project management to enable the delivery of the BID plan.

Moreover the Brighouse BID will be about Marketing Brighouse to the rest of Yorkshire and beyond and you will be expected to use your experience, those of your Board, local businesses and other BID's to develop a 5 year marketing plan, and cycle through execution, refinement and enhancement as we move through the BID on an annual basis. **Project management is a given, Marketing is critical.**

BID OBJECTIVES

1. **A SAFE & SECURE TOWN** - providing support for businesses and reassurance for visitors that Brighouse is a town where you will be well looked after
2. **A VIBRANT, LIVELY & WELCOMING TOWN** - supporting a Brighouse that can be proud of its history and character, accessible for all and optimistic about its future
3. **A DESTINATION TOWN** - with events that benefit every Brighouse business, attract new visitors and encourage them to return, shop and spend

Main Responsibilities and Activities

Engagement

- Work closely with and develop strong working relationships with partner organisations, agencies and stakeholders across the town with whom the BID relies for delivery of its business plan
- Communicate effectively with businesses, development agencies, statutory and local authorities to gain support and commitment to the delivery of the BID business plan.
- Develop and implement systems to keep local businesses, partners and the broader community, aware of the activities of the BID and engage them as appropriate

- Liaise where necessary with Local Government agencies, potential partners in the business, public and voluntary sectors and organisations and individuals within the wider community on BID matters.

Project Delivery

- Identify and develop projects for delivery against the BID Business Plan objectives. Prepare project plans, understand critical paths, and develop delivery plans.
- Directly deliver projects and, as a project manager, 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 promotion such as leaflets, newsletters, press releases and digital media
- 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, preparing and submitting bids and applications to public, charitable and private sources.

Reporting and representation

- Coordinate and attend Board meetings, Management Group meetings, structuring agendas, providing a brief to the Chairs and supplying the directors and Group members 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 at the Board meetings
- 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
- Liaise on a monthly basis with the 'Billing Authority' representing the BID in monitoring collections.
- Work with the contractor established to provide accounting functions for Brighthouse BID
- Represent the Brighthouse BID at appropriate internal & external events
- Represent the Brighthouse BID on other partner forums, groups and committees
- Prepare detailed evaluations for projects and report to the Board and external funding bodies as required.
- Attend BID related meetings, seminars and conferences at local level to support the development of the BID project

Staff Management - when appropriate and factored into the business plan

- Identify and agree the necessary staff structure (if different from that in the business plan) to deliver the business plan.
- Manage the recruitment process for new staff.
- Manage and motivate the staff team to deliver an ambitious programme of work.
- Manage all personnel issues within the team directly or through an agreed HR resource if necessary.

N.B. We expect all Brighthouse BID staff and volunteers to maintain and demonstrate at all times a very positive and supportive attitude to the organisation and to all colleagues, and we consider this to be the key “behaviour” that is applied to all other requirements of all posts.

Please note:

- This job description is not exhaustive and amendments and additions may be required in line with future changes in policy, regulation or organisational requirements, it will be reviewed on a regular basis.
- As this is a management / leadership role and due to the flexibility of hours and days required, there is an expectation that the post holder will work the hours required to fulfil the job requirements with a minimum average of 37 hrs per week. Evening, weekend and bank holiday working will be required and holiday allowance includes bank holidays which need to be requested as holiday if required. There is no overtime payable or formal TOIL system as the Manager will largely manage their own work time.
- This role is subject to a basic criminal record check.

Brighthouse BID Project Manager Person Specification

	Essential	Highly Desirable
Job Experience & Knowledge	<ul style="list-style-type: none"> • Experience of brand development for a town or visitor destination • Work experience at a management level in relevant areas of either the private and public sectors • Experience of working with multi-agency teams from statutory, voluntary and the private sector. • Experience of dealing with public and private sector partnerships • Experience of successfully managing mid/large scale projects • Understanding of commercial business and the processes of local government. • Demonstrable record of successful income generation and fundraising • Awareness of relevant health and safety legislation • Evidence of positive influencing skills • Experience of managing, coordinating and recording meetings • Demonstrable understanding of promotion/marketing of a town or shopping centre or comparable destination • Experience of managing staff. 	<ul style="list-style-type: none"> • Experience of managing BIDs or town centre partnerships • Experience in mid/large scale Event Management • Experience of working with visitor attractions • Experience of both the private and public sector
Job related abilities	<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Evidence of competent budget management • Excellent problem solving skills • Possess initiative, self-drive and able to adopt a proactive approach to issue resolution and capturing of opportunities • IT Literate and competence in Microsoft Outlook, Word and Excel • Ability to prioritise and manage varied tasks • Structured and methodical approach to project management with attention to detail 	<ul style="list-style-type: none"> • Strong marketing and public facing communication skills

Personal Qualities	<ul style="list-style-type: none"> • Confident working with a diverse range of people from different backgrounds and working environments • Able to present themselves in a smart and professional manner acting as an ambassador for the BID • Able to tackle challenging and stressful situations in a calm and professional way. • Desire to learn and develop themselves as an individual and professionally through listening to others and reflecting on their experiences. • Able to demonstrate and communicate an enthusiasm for Brighthouse and the aims of the BID. 	
Qualifications	<ul style="list-style-type: none"> • Experience of Marketing / event management etc, senior level interaction with business leads, local authorities essential 	Educated to degree level or similar Marketing a BID / Managing a BID