



**Northallerton BUSINESS IMPROVEMENT DISTRICT (BID) Limited  
 BID and Town Centre Manager – Job Description**

<b>Post title</b>	BID and Town Centre Manager (part-time 22.5 hours) Fixed Term Contract until 31 March 2022
<b>Employed by</b>	Northallerton BID Limited
<b>Responsible to</b>	Northallerton BID Limited Board
<b>Salary</b>	Competitive salary to be negotiated
<b>Job Purpose</b>	Under the direction of the Northallerton BID Limited Board, to develop a vibrant town centre which serves the interests of businesses, residents and visitors.
<b>Job Context</b>	The post holder will work for the Northallerton BID Limited Board and be line managed by the Chair of the Board.

<b>Hours:</b>	<p>Working hours will be 22.5 hours per week. These hours will generally be between 9.00 am – 5.00 pm however due to the nature of the post holder’s role and responsibilities some weekend, evening, early morning working and bank holidays will be expected. The post involves working from the office (located in the town) but also out and about across all parts of the High Street and in and around Northallerton.</p>
<b>Overview:</b>	<p>The BID has been established to ensure the continuing prosperity of our town, to communicate widely what we have to offer, to increase footfall and respond to opportunities and challenges.</p> <p>Through our plans for the implementation of a Business Improvement District in 2017, the Business Community will have the necessary support to work in partnership and develop a vibrant High Street featuring a high quality shopping experience with a developing cultural offer.</p> <p>This is an exciting opportunity for an energetic and self-motivated individual to join our successful Northallerton BID and continue the development and improvement of the High Street.</p> <p>The BID Manager will foster and develop relationships between businesses, and between businesses, public sector organisations and stakeholders.</p> <p>The BID Manager’s role will be to deliver a comprehensive programme of business-led projects and services over the remaining period of the BID to ensure that Northallerton continues to be an excellent location in which to work, shop and stay.</p> <p>You will be the ‘eyes and ears’ for the businesses in the High Street, understanding their day to day needs. You will monitor progress of the BID objectives, taking into account feedback from the retailers and landlords to further improve the trading environment, properties and other joint/partnership working.</p>

## Accountabilities / main responsibilities

There are four key themes which form the bedrock of the business plan and the BID manager, through the Board, is responsible for their delivery:

### **Marketing – Raising our profile and our offering**

- Maintain and develop use of marketing channels such as social media, internet, radio, TV, magazines, leaflets and newspapers, etc.
- Working with partners to:
  - lead, coordinate or advise on promotional activities in order to raise the profile and awareness of Northallerton's uniqueness as a market town destination of choice to visitors and businesses;
  - provide a year-round programme of quality events, festivals and open air entertainment;
  - develop the early evening economy.

### **Better Business Support**

- Promote Northallerton to fill empty units and attract businesses to the town.
- On behalf of the Board, work with public sector organisations on key issues.
- Organise and provide training, advice, mentoring and networking opportunities to support the town's businesses.
- Negotiate discounts on business costs on behalf of the town's businesses.
- Secure investment from new sources and pursue leverage of additional funding.
- Introduce regular multi-channel communication to businesses on BID progress, news from the town and surrounding area and other opportunities and assistance.
- Through evolving relationships, encourage the town's younger business managers to participate in the development of the town.

### **A Quality Appearance and Environment**

- Work with market traders and other partners to improve the offer and appearance of the markets.
- Develop creative solutions by working with partners and stakeholders to:
  - improve the gateways to and signage within the town.
  - enhance floral displays, consult on environmental enhancements around the town required for the BID area, and tree planting.
- Where necessary arrange additional cleaning of the High Street.

### **Safe and Secure**

- Work with Northallerton Street Angels to report concerns that damage the town's appeal to the Board and stakeholders;

	<ul style="list-style-type: none"> <li>• Work with North Yorkshire Police and Safer Neighbourhoods Team on: <ul style="list-style-type: none"> <li>○ a range of issues including antisocial behaviour;</li> <li>○ providing training and advice to reduce the potential for shoplifting and other crime.</li> <li>○ providing regular advice and briefings on crime trends;</li> <li>○ encouraging wider participation in Northallerton's Shopwatch radio scheme.</li> </ul> </li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>• Assist in designing, implementing and rolling forward 5-year Business and Action plans for the Northallerton BID Limited.</li> <li>• Monitor and provide timely progress reports on the Business and Action plans to the Board.</li> <li>• Produce costed plans for events and projects.</li> <li>• Provide accurate and timely information for VAT returns, annual accounts and other financial reporting requirements.</li> <li>• To prepare for and arrange regular meetings of the various groups involved with the BID themes to drive forward the business agenda.</li> <li>• Arrange regular follow up meetings with organisers, stakeholders and the Board to review specific events and projects.</li> <li>• Provide line management and coaching to the BID coordinator.</li> <li>• Positive participation in regular supervision and performance management meetings.</li> </ul>
<b>Multi agency working</b>	<ul style="list-style-type: none"> <li>• Where appropriate ensure key strategic relationships with all partners are effectively developed and maintained.</li> </ul>
<b>General Data Protection Regulation (GDPR) May 2018</b>	<ul style="list-style-type: none"> <li>• Be aware of responsibilities under the GDPR Act 2018;</li> <li>• Comply with the Company's policies on security and confidentiality of information.</li> </ul>
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• Be aware of and implement your health and safety responsibilities as an employee.</li> <li>• Work with The Board and others to maintain health, safety and welfare within the working environment.</li> </ul>
<b>Equalities</b>	<ul style="list-style-type: none"> <li>• The Company aims to make sure that services are provided fairly to all parties.</li> <li>• Be aware of the Company's Equal opportunities policy and procedures.</li> <li>• Ensure the BID themes are developed and delivered in accordance with the aims of the Equality Policy Statement.</li> </ul>
<b>Flexibility</b>	<ul style="list-style-type: none"> <li>• As a Company we recognise the need to respond flexibly to changing demands and circumstances;</li> </ul>

	<ul style="list-style-type: none"> <li>• Whilst the job outline provides a summary of the post, this may need to be adapted or adjusted to meet changing circumstances;</li> <li>• Any changes would be commensurate with the grading of the post;</li> <li>• The post holder would be required to comply with Company policies and procedures.</li> </ul>
<b>Customer Service</b>	<ul style="list-style-type: none"> <li>• The Company requires a commitment to equity and reliability;</li> <li>• The Company requires that the post holder offers the best level of service and behaves in a way that gives stakeholders confidence and reassurance;</li> <li>• Stakeholders will be treated as individuals with respect for their diversity, culture and values.</li> </ul>
<b>Holiday</b>	<ul style="list-style-type: none"> <li>• Statutory holiday entitlement.</li> </ul>