

BID Manager – Keighley Town Centre

Salary: £30,000 - £38,000 pa

Fixed Term Contract until 30th November 2028,
extension subject to funding.



40 hours per week including some evenings and weekends.

Office base: Keighley



01.

**Promoted and More
Vibrant Keighley**

02.

**Safer, Cleaner and
Greener Keighley**

03.

**Supported Keighley
Business Community**

“Delivering our future vision for Keighley Town Centre”

Do you have what it takes to create change?

- We are seeking a passionate, determined and resilient individual to lead the delivery of the Keighley BID and play an important role in the future development of Keighley Town Centre.
- The successful candidate will be supported by an enthusiastic and committed Board of local businesses and will be instrumental in unleashing the potential of Keighley Town Centre through investing BID funds back into the town.

Essential:

- Excellent organisational skills.
- Project management - a proven track record of delivering on time and on budget.
- The ability to think creatively and strategically.
- Excellent interpersonal skills.
- A self-starter who is comfortable to work on their own initiative.
- A team player who can successfully work with local businesses, community organisations and key partners at Bradford Metropolitan District Council, Keighley Town Council and the Keighley Towns Fund to create a real measurable impact for Keighley.
- Work to and with a Board of Directors to deliver the aims of the BID.

Desirable:

- Previous experience of working with other BIDs or Place Management.
- A track record of successful fund-raising.
- Experience of applying for public and charitable/trust grant money.

- Familiarity and expertise with social media and other forms of marketing.
- Experience of working in a Community Interest Community (CIC) and the reporting requirements associated with CICs.
- Knowledge/experience of using Sage accountancy software.

The successful candidate will lead the creation of a new business-led partnership, managing relationships with partners, stakeholders, clients and suppliers to deliver the aims and objectives of the Keighley Town Centre Business Improvement District vision (a copy of which can be found at <https://keighleybid.co.uk>).

The role is brand new, and an exciting opportunity to get involved with the project right from its inception. You will be working to raise the profile of the town centre through a clear marketing and communications strategy. You will raise further investment, including through grant applications.

You will liaise with partners to deliver place-based events and festivals, delivering image and safety enhancement projects that improve the consumer/visitor experience, providing business support opportunities to companies/organisations located in the town centre, and attracting new inward investment.

We are looking for someone with a passion and tenacity for delivering results, excellent interpersonal and organisational skills, and the ability to use their initiative and work flexibly.

How to Apply: Email hello@keighleybid.com with a covering letter setting out your experience, skills and capability to deliver the role along with a copy of your CV.

Closing Date: 12 noon Monday 27 May 2024

Interview Date: Week Commencing Monday 10 June 2024

Job Description & Person Specification



Job Title:	BID Project Manager – Town Centre
Hours of work:	Full time – 40 hours per week
Pattern of work:	Flexible start and finish times to be agreed with line manager (to include 30 mins for unpaid lunch break)
Office base:	Keighley Town Centre
Work locations:	Keighley Town Council, Civic Centre, North Street, BD21 3RZ
Salary:	Full time £30,000 - £38,000 per annum (based on skills and experience and pending evaluation)
Reporting to:	Chair of Keighley BID Board
Responsible for:	1 part-time employee
Type of Contract:	Fixed term contract to 30 th November 2028
Benefits	Auto Enrolment Pension Scheme Annual Holidays - 25 days + Public Holidays (x8) - pro rata for part time staff Flexible working arrangements, depending on the needs of the role Regular supervision and support

Background

1. The first Keighley BID was set up in 2016: a private sector led business partnership to begin improving Keighley. Some great work was delivered including new events, creation of a new brand for Keighley, distribution of support and grants during the covid pandemic and public realm enhancements.
2. Businesses in the town centre voted in 2023 to establish a second BID for Keighley, supported by a majority of 78% in favour. The new business improvement district for Keighley will deliver £900,000 of investment between 2024 and 2028 with a view to continuing the BID beyond this date through a further ballot in 2028.
3. Keighley is set to change, with a £33.6 million towns fund deal in place, and an additional £20 million of investment expected from Government over the next decade. The opportunity for the BID to be a key driver, alongside public sector and not-for-profit partners including West Yorkshire Combined Authority, Bradford Council and Keighley Town Council, has never been greater.

Scope of Role

1. Develop and implement annual BID investments, projects and services which will deliver the BID's overall vision for Keighley.
2. This will incorporate business engagement, marketing, communication and event/training course/seminar activities within the business team.
3. Successfully manage a range of relationships with stakeholders, clients and suppliers to deliver the aims and objectives of the BID.
4. Successfully forge commercial sponsorships and apply for public grant, trusts and charitable grant money to further the BID.

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5. The role will be employed by Keighley BID, as part of a wider team of businesses and partners who will support the successful candidate to lead the delivery of the Keighley BID.
6. Good organisational skills, use of initiative and a flexible approach to work will be essential to enable the role to support the wide range of delivery objectives.

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Main Duties & Responsibilities

<p>Marketing, Communication and Relationship Management</p>	<p>To act as an ambassador for the Keighley BID and our projects locally and regionally. Develop and deploy a high quality and effective marketing, communication and relationship management strategy for each project to ensure excellent communication of project aims, objectives, benefits and achievements.</p> <p>Develop and maintain pro-active and effective relationships with a wide group of customers, partners and stakeholders, including, but not limited to Businesses, BID Executive Board Members, Council Officers and Members and wider stakeholders.</p> <p>To ensure a good understanding of the particular challenges of different sectors within BID businesses and identify how the BID can support them.</p> <p>To ensure the BID delivers equitable support to all sectors and all locations within the business improvement district.</p> <p>To develop positive relationships with businesses across the BID area, stakeholders and partners to gain knowledge and understanding of the range and breadth of opportunities available, allowing the BID to effectively promote the town centre.</p> <p>Ensure that customer relationship databases are fully utilised, kept up to date and maintained for every intervention made through your project(s).</p> <p>Fully utilise the range of communication tools/ processes available in the development and delivery of projects including presentations, hard copy and electronic newsletters, annual reports, bespoke emails, social media and websites.</p> <p>Liaise with funders, relevant partners, clients and consultants in the public, private and voluntary sectors, ensuring the highest quality of communication at all stages of project delivery.</p> <p>To meet the objectives of the BID vision in accordance with the BID Board aims.</p>
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Project/Task Management, Finance and Resource Management	<p>Produce and implement annual project delivery plans, clearly identifying aims, objectives, timescales, budgets, tasks with associated roles and responsibilities.</p> <p>Effectively manage consultants, contractors and organisations applying for funding to ensure appropriate levels of capacity and skills are available to deliver BID projects in line with the business plan targets (financial and output) for each BID project. Ensure all funding and resources used within projects is allocated appropriately, achieves the best outcomes, and demonstrates best value.</p> <p>Secure new commercial sponsorship and grant awards to enhance BID investments.</p> <p>Ensure funding awards or contracts with suppliers of services are clearly documented and approved by the Keighley BID Board.</p> <p>Manage the completion of regular project performance updates including project accounts and output information reporting this to the Keighley BID Board and relevant project stakeholders/funders.</p> <p>Follow documented procedures and accepted Keighley BID ways of working in order to ensure that projects are delivered on-time, to budget, in line with customer and funders' requirements.</p> <p>Support the production of annual reports and accounts for projects.</p> <p>Manage meetings and events as required to deliver projects and services, ensuring that clear and auditable records of BID meetings and decisions are generated and shared with communities in a timely manner as required.</p> <p>Ensure all projects/initiatives are delivered to consistently high standards and provide positive and productive experiences for all project beneficiaries.</p> <p>Ensure the effective management of BID projects and services including events and festivals.</p> <p>To work closely with the key partners to deliver Town Centre events aimed at increasing footfall and dwell-time within the BID area.</p>
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People Management	The post will involve managing and coordinating staff, contractors and volunteers.
Monitoring & Evaluation, Reporting	<p>Manage and report on the collection of appropriate output/outcome data relating to the Keighley Bid proposal 2024-2028, for example:</p> <ul style="list-style-type: none"> ● Footfall research: In particular, when festivals and events are being delivered at key periods; ● Crime and Safety - Incidence of crime statistics; ● Business community perceptions; ● Retail Vacancy rates. <p>Manage the completion of annual customer feedback surveys and ensure an appropriate programme of customer care visits is implemented.</p> <p>Manage the delivery of consultations and surveys of clients and stakeholders as required for projects.</p>
General	<p>To undertake any duties as may be reasonably requested by the BID Board.</p> <p>To All work is carried out to be compliant with the UK General Data Protection Regulations (UKGDPR).</p> <p>The post holder will be responsible for ensuring that emails and information are only kept where absolutely necessary or to comply with legal requirements.</p> <p>The post holder will ensure that confidentiality is not breached.</p>

Organisational Responsibilities

1. Health & Safety - All staff and volunteers have responsibility for ensuring that their working environment is healthy and safe and that staff and volunteers for whom they are responsible for, or working with, are not placed at risk. All staff and volunteers will be expected to familiarise themselves with and adhere to the current Health & Safety Policy.
2. Equal Opportunities & Diversity – Keighley BID strives to be an equal opportunities employer and operates an Equal Opportunities policy. It also recognises the benefits that a diverse Board and workforce brings to the organisation and welcomes this.
3. Data Protection – Keighley BID endeavours to comply with the Data Protection Act 2018. It may be necessary to disclose personal data to funding bodies.
4. Personal Development - All staff and volunteers will be expected to participate in a broad range of personal development activities in line with best practice and take responsibility for identifying own learning needs in order to fulfil the requirements of the role and support career progression.
5. Corporate Training - All staff and volunteers will be expected to attend and fully participate in the Trust’s Corporate Training Programme.

Note:

This is a description of the job as it is currently envisaged at the date noted in the footer. It is the Keighley BID practice to review, from time to time, employee job descriptions and to revise them to ensure that they relate to the job that is being performed and/or to incorporate any changes being proposed.

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Any changes will be led by the Keighley BID Board in consultation with you. You will have the opportunity, and are expected, to fully participate in such discussions. This job description is broad-based and is not intended to be an exhaustive list of all possible duties, as it is recognised that jobs may change over time. Should the duties change significantly, the post and salary level will be fully reviewed.

PERSON SPECIFICATION

Assessment Key: A (application form), I (interview), P (presentation), E (exercise), R (role play)

	Essential (E) Desirable (D)		Assessment Method
Education, Training & Qualifications			
GCSE qualifications at Grade C or above in English, Maths or equivalent	E		A
A Degree or equivalent in a relevant discipline e.g. Place marketing, BIDs or economic development qualification		D	A
Training courses/qualifications in place marketing, BIDs or economic development qualification		D	A
Experience			
Proven experience of managing projects	E		A/I/P
Proven experience of managing contracts and relationships with clients and suppliers	E		A/I/P
Experience of Managing Business Improvement Districts or place-based services/projects e.g. retail parks, business parks, town centre management		D	A/I
Utilising ICT to manage data collection, communications in particular on-line tools including CRMs, survey tools, e-marketing tools, websites		D	A/I
Experience of managing budgets	E		A/I
Experience of using Accountancy Software		D	A/I
Experience of resource management	E		A/I
Experience of generating income, including the identifying and securing of grant funding		D	A/I
Experience of working in a multidisciplinary environment with partners from public and private sectors	E		A/I
Experience of working with a range of organisations to influence opinions and behaviours	E		A/I
Experience of planning and of delivering events and or festivals including legal compliance and Health & Safety requirements		D	A/I
Knowledge			
Knowledge and awareness of BIDs in relevant settings e.g. business parks/town centres.		D	A/I
Understanding of Town Centre/Business Park Management and the role of Town Centres/Business Parks in place making and economic growth		D	A/I
Knowledge of General Data Protection Regulations (GDPR) in the context of BID project management		D	A/I
Skills and Abilities			
Proven ability to work with and gain the cooperation of a wide range of people and organisations	E		A/I
Effective communication skills and the ability to communicate complex issues, both in writing and verbally	E		A/I

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Ability to manage own workload, deal with conflicting demands and deadline	E		A/I
Ability to produce clear, concise and effective written reports	E		A/I
Strong conflict management and negotiation skills	E		A/I
Ability to analyse and present complex quantitative and qualitative information		D	A/I
A creative approach to marketing, events and service delivery		D	A/I
Personal Qualities and Commitments			
A commitment to understand and follow all policies in work practices.	E		A
A demonstrable commitment to the aims and objectives of Keighley BID, ensuring awareness of the up to date Mission and Vision Statements.	E		A
Willingness to support the service team out of hours, including occasional evenings, early mornings and weekends, as and when required.	E		A
Willingness to attend departmental/trust meetings/training events as and when required.	E		A
Access to own transport to fulfil your role.	E		A

Employee: (name in caps)	Employee: (signature)	Date: (signed)