



Business Liaison Officer Job Pack

Job Title	Business Liaison Officer
Hours of work	Part time - 20 hours
Pattern of work	Flexible start and finish times to be agreed with line manager
Office base	BID Office, Civic Centre, North Street, Keighley, BD21 3RZ
Work locations	Keighley Town Centre
Salary	£25,000 pro-rata
Reporting to	BID Manager
Type of contract	Fixed term contract to 30 November 2028, extension subject to funding
Benefits	Auto Enrolment Pension Scheme Annual Holidays - 27 days + Public Holidays (x8) - pro rata for part time staff

To apply, please send a copy of your CV and a covering letter to hello@keighleybid.com by **Friday 28 March 2025 - 12pm**.

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.

Our vision is to develop Keighley Town Centre into a thriving destination, that delivers a vibrant, safe and clean experience for consumers and a prosperous environment for business.

This will be delivered through three objectives:

- A Promoted and More Vibrant Keighley
- A Safer, Cleaner and Greener Keighley
- A Supported Business Community

Job Role:

You will be a key part of the BID team, working with the BID Manager. You will be the first port of call for BID levy paying businesses and you will work with the BID Manager and BID Board to ensure the effective delivery of the BID objectives.

You will need to be a strong communicator and team player with a great work ethic. You will need to have a can-do attitude, excellent attention to detail, be able to multi task and prioritise your workload.

The role of the Business Liaison Officer, is to ensure that businesses feel they are listened to, and that action is taken on behalf of those businesses, within appropriate parameters. At all times you must promote safe, responsible and respectful behaviour.

Main Duties and Responsibilities

1. To understand the offer within the BID area, to include businesses, partners, events, street infrastructures etc and keep updated with key partnership knowledge.
2. Engage with businesses and stakeholders in the BID area, collate and record relevant information, nurture the relationships and keep them apprised of BID activities and provide feedback to them following specific initiatives on their behalf.
3. Support businesses in tackling and communicating issues which affect their business on a day to day basis.
4. Assist in the delivery of events and projects, taking the lead on small projects where appropriate.
5. Contribute to the BID's social media channels and press releases.
6. Assist in updating the BID's website ensuring that content is uploaded in a timely manner and that the business directory is kept up to date.
7. To promote BID activity and engagement opportunities to levy payers, encouraging participation at all possible opportunities.
8. To carry out business liaison duties and intelligence gathering as required by the BID Manager.
9. To consistently and regularly update logs and databases with business interactions and information, ensuring the BID team can access this information in a timely manner.
10. To report information to the BID team, keeping aware of changes and activity taking place across the town centre.
11. To proactively seek additional opportunities be it project ideas, development options, cost saving opportunities or new income streams
12. To carry out ad hoc tasks such as conducting surveys, and distribution of literature on behalf of BID.
13. To keep track of any business openings or closures within the BID area.
14. Attend meetings, provide support, and produce minutes or reports to and for the BID Director, Board or levy payers when required.
15. To attend training courses as directed by the Manager.

16. Any other duties deemed appropriate by the BID Manager or Board of Directors.

General

1. To undertake any duties as may be reasonably requested by the BID Board.
2. To All work is carried out to be compliant with the UK General Data Protection Regulations (UKGDPR).
3. The post holder will be responsible for ensuring that emails and information are only kept where absolutely necessary or to comply with legal requirements.
4. The post holder will ensure that confidentiality is not breached.

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.

Note

This is a description of the job as it is currently envisaged at the date noted at the end of the document. 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.

Any changes will be led by the Keighley BID Board in consultation with the employee. 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)

	Essential (E) Desirable (D)	Assessment Method
Education, Training & Qualifications		
GCSE qualifications at Grade C or above in English, Maths or equivalent	E	A
Experience in business relationship or a similar role		D A
Experience		
Proven experience of managing relationships with customers, clients and stakeholders	E	A/I
Utilising IT to manage data collection, communications in particular on-line tools including CRMs, survey tools, e-marketing tools, websites		D A/I
Experience of writing marketing material e.g. social media content and press releases		D A/I
Experience of updating websites using wordpress or a similar tool.		D A/I
Experience of project or event management		D A/I
Knowledge		
Knowledge and awareness of Keighley, it's businesses and local attractions	E	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
Ability to manage own workload and deal with conflicting demands and deadlines	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 positive attitude and the ability to have an optimistic outlook when problem solving	E	
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.		D	A

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

Job Role prepared by:

Sarah Broadbent, BID Manager
20 February 2025