



Job Description and Person Specification Basingstoke Together Business Improvement District Chief Executive

Responsible to: Basingstoke Together BID Board of Directors

Reporting to: Chairman of the BID Board, on behalf of the Board

Responsible for: Delivery of the BID business plan; Leadership and management of Basingstoke Together staff team, consultants and contractors.

Position: Fixed term until 31 March 2021 (Probationary period of three months) – further extension depends on success in role and outcome of second bid ballot

Hours of work: 37.5 hours per week. Regular evening and weekend working required. Request for working 4 days a week may be considered

Salary: circa £50,000 per annum (more for an exceptional candidate), depending on experience. Contributory pension after probationary period.

Location: Basingstoke Town Centre, Hampshire.

Background to the role: Basingstoke Together, the Business Improvement District (BID) for Basingstoke Town Centre started work on 1st April 2016. The BID is a town centre BID and brings together a wide cross section of businesses from national retailers and independent shops to world class cultural facilities and the regional offices of major corporates. The core aim is to cement Basingstoke's position as a key regional destination, ensuring a great visitor experience, and working with key partners to successfully shape the next stage of the town's growth and evolution.

The role will be a key player in delivering the future for Basingstoke town centre, working with levy payers, and collaboratively with other business and public sector partners in the town. Basingstoke has a strong history of investment and growth, and plans are in place for continued growth of the town in the future. An active role in place shaping is therefore critical to success of the BID, representing levy payers pro-actively on the local and regional stage.

The BID business plan has focus on four main areas:

- Promoting our Town Together
- Creating a Better Place for Business
- Creating a Better Place for People
- Being a Strong Voice for Business.



Job purpose and key responsibilities

1. Main purpose

- 1.1. The CEx works in partnership with the Board of Directors and is responsible for setting the strategic vision of the BID to ensure its success.
- 1.2. Together the Board and the CEx ensure the Basingstoke Together BID projects are relevant and meaningful to the BID levy payers, and that they deliver tangible value that result in successful continuation of the BID through ballots into further BID terms.
- 1.3. The Board delegates day to day management of the BID to the CEx, and the CEx has the authority to carry out these responsibilities in accordance with the direction, processes, structures and policies adopted by the Board.
- 1.4. The CEx is responsible to the BID Board, with the BID chairman taking day to day line management responsibility for the CEx.
- 1.5. Basingstoke Together is a BID that has been operational for 18 months. This is a crucial time for the BID, and the CEx will need to build on the start-up work that has been done, firmly establish the BID as a success, and lead the BID through the next ballot in 2021.

2. Leadership

- 2.1. Lead Basingstoke Together BID and be a high profile credible figurehead across all sectors of our stakeholder community and communications media.
- 2.2. Whilst retaining leadership responsibility, delegate project delivery to the BID team to work collaboratively with BID Board members, working group chairmen, and where appropriate key stakeholders.
- 2.3. Work with the BID Chairman and Vice-Chairman to develop the board and its members, building on current strengths, to generate positive and effective teamwork throughout the BID organisation.
- 2.4. Represent the BID at external stakeholder events to build a positive profile for the BID and assist in delivery of BID objectives.
- 2.5. Work with the Board to develop and lead the approach to deliver a successful second term ballot in 2021.

3. BID Governance & Company Administration

- 3.1. Working with the Board Chairman ensure that the Board has a strong focus on long term strategic issues that will ensure that the BID meets the needs of BID levy payers.
- 3.2. Set up and regularly review the BID Board arrangements, theme groups, scrutiny panels and task groups to ensure that they are fit for purpose in assisting delivery of the BID business plan objectives.
- 3.3. Support BID member engagement in governance (including the Board, theme groups, scrutiny panels and task groups) and ensure that Board member's skills and abilities are effectively used to the benefit of the BID.
- 3.4. Take a pro-active role in identifying potential new Board members so there is a ready available supply of competent professionals to replace Board members who step down.



- 3.5. Be responsible for effective and transparent governance and Company administration meeting appropriate legal standards and company law.
- 3.6. Be responsible for managing risks, reporting to the Board on a regular basis any issues that place the business at financial or operational risk. Develop and report on appropriate mitigation plans in relation to these risks.
- 3.7. Ensure the preparation and regular review of all necessary policies and procedures for Board approval. Ensure the effective delivery of all related processes including finance, legal, employment, human resources, procurement, health and safety and equal opportunities, contract and project management.
- 3.8. Work with the Basingstoke and Deane Borough Council to ensure non-payment of BID levy is followed up and dealt with to ensure bad debt provision is minimised.

4. Business planning, human resources and finance

- 4.1. Lead and manage the development and delivery of the Basingstoke Together business plan including the designing and implementing an appropriate level of performance measurement.
- 4.2. Ensure that the BID has appropriate levels of financial oversight and control, as well as effective day to day financial management.
- 4.3. Be responsible for the levering in of additional resources including funding in support of and to add value to Basingstoke Together's projects and services
- 4.4. Develop and implement, in consultation with the Board, new projects beyond those set out in the current BID business plan that conform to Basingstoke Together's objectives.
- 4.5. Develop a positive and enthusiastic workplace culture for BID staff, including appropriate staff development, performance management, and regular staff appraisals.
- 4.6. Take responsibility for your own personal and professional development, in consultation with the Board chairman.

5. Project Delivery and Contract Management

- 5.1. Ensure the effective delivery of all BID projects as set out in the BID proposal and further developed in the BID Business Plan
- 5.2. Oversee contracts with Basingstoke and Deane Borough Council including BID levy collection and the provision of baseline services
- 5.3. Oversee contracts and agreements with suppliers for services provided to the BID.

6. Communications

- 6.1. Oversee the development and delivery of an effective marketing and communications strategy which furthers Basingstoke Together's aims and objectives and engages BID members, external agencies, stakeholders and opinion formers.

7. Key relationships

- 7.1. Act as the main ambassador for the BID in interactions with external parties and develop strong relationships with senior representatives of BID members
- 7.2. Create a strong collective voice for Basingstoke Together members and develop effective relationships with external partners including Basingstoke and Deane



Borough Council, Hampshire Constabulary, Hampshire County Council, South Western Railway and Stagecoach.

8. Developing towards a second BID term

- 8.1. Working with the Board develop a set of data that demonstrate to BID levy payers the value that the BID is delivering for them as businesses. Ensure that levy payers have the opportunity to receive, understand and if needed discuss this data.
- 8.2. At the appropriate time, lead a consultation process with BID businesses that will enable the development of new and innovative ideas that can form the basis of the BID's annual business plan, and eventually be the backbone of proposals for a second term of the BID.
- 8.3. Plan for the second ballot process including developing the BID proposal, consultation, business engagement and the balloting process, working with any relevant parties as appropriate.

9. Undertake any other task(s) commensurate with this role as agreed with the Board chairman



Basingstoke Together Business Improvement District Chief Executive Officer Person specification

1. Education

- 1.1. Essential - Educated to degree level or equivalent
- 1.2. Desirable – Relevant post-graduate relevant qualifications

2. Experience and knowledge

- 2.1. Strategic leadership and management of an organisation, business or partnership for more than 3 years
- 2.2. Significant experience of working with businesses across sectors in a town centre environment, preferably within the context of a Business Improvement District (BID)
- 2.3. Experience of working to a board of directors or similar
- 2.4. A proven track record of developing and delivering business plans and projects
- 2.5. Experience in procurement and contract/operations management
- 2.6. Experience of developing marketing strategies either in the context of business to business or destination marketing
- 2.7. A proven track record of leading and managing a small team, including recruitment and HR practices
- 2.8. Experience of bringing together partners and of working in a multi-stakeholder environment
- 2.9. Experience in financial and budget management, including budget setting, accounts and monthly reporting to a Board or similar body
- 2.10. Knowledge of the issues facing town centres. BIDs, and the local economy
- 2.11. Experience/knowledge of company administration
- 2.12. Experience of working within a corporate environment

3. Skills and abilities

- 3.1. Excellent communication, influencing, negotiating and networking skills, including the ability to build consensus, manage stakeholders and develop partnerships.
- 3.2. Strong commercial, income generation and fund raising skills
- 3.3. IT literate and aware of new ways of working
- 3.4. Resilient and able to solve problems creatively
- 3.5. Flexible, innovative and able to respond positively to changing circumstances whilst delivering agreed plans.

4. Personal characteristics

- 4.1. Adaptability – the role requires balancing of multiple tasks, prioritisation, a flexible and timely response to changing situations
- 4.2. Collaborative approach – working co-operatively with others to set goals, resolve problems, and make decisions that enhance the effectiveness of the business
- 4.3. Credibility- in different situations with different people, credible leadership is key



Applications

To apply for this post, please send your CV and a supporting statement of no more than 1000 words to: info@basingstoketogether.co.uk

The covering statement should address:

- Why your background and experience makes you an outstanding candidate for the role
- What you see as the main challenges facing Basingstoke town centre businesses
- How you will work in the CEX role to be a key player in shaping a successful future for Basingstoke town centre

The deadline for application is midday Monday 2nd October 2017

If you have any queries about this post, or would like an informal discussion on the role, please email info@basingstoketogether.co.uk with your phone number and a member of the Basingstoke Together Board will get back to you.