



Business Improvement District (BID) , BID Manager

Responsible to: Hemel Hempstead BID Board of Directors

Reporting to: Chair of the BID Board (Via CMS Line management)

Responsible for: Hemel Hempstead BID staff team, consultants and contractors.

Hours of work: 32 hours per week to include evening, weekend and bank holiday working as necessary for business needs

Salary: £35,000 per annum

Location: Hemel Hempstead

The BID will deliver over £750,000 of funding to the area over the next five years, funded and led by businesses and managed by a dedicated BID Manager, based in the Marlowes, with success measured against a series of KPIs both annually and across the five year term of the BID.

Not only do we see this as an opportunity to improve Hemel for businesses, residents, visitors and those who work in the town; it will also complement the extensive regeneration work already planned by Capital & Regional, owners of the Marlowes Shopping Centre, and Dacorum Borough Council.

Job function

Job responsibilities and accountabilities:

Leadership

Lead Hemel Hempstead BID ensuring that businesses see real value for money as part of the BID, ensuring the strategy is set by and approved by the board.

Ensure project delivery working in conjunction with the advisory group and Board to ensure projects meet the needs of BID businesses in-line with the established business plan.

Represent the BID at external stakeholder events to enhance the aims and the profile of the BID.

Devise and implement initiatives and projects to leverage additional funds and maximize the impact and investment in Hemel Hempstead BID.

Line management of BID staff.

Human Resources Planning and Management

Oversee a positive, healthy and safe working environment in accordance with all



appropriate legislation and regulations.

Accountability for all budgets. Responsible for advising the BID Board in setting the BID annual budget, and its expenditure and management.

Marketing and Events

The BID manager will be responsible for organising and managing a variety of events aimed at raising the profile and customer experience in accordance with the annual work program.

The BID manager will work with CMS to develop and deliver a social media strategy aimed at both customer interest and awareness and the preparedness of town centre businesses to be more digitally active.

Key Relationships

The BID Manager will be expected to form positive working relationships with all organisations and individuals that can assist the BID achieve its business aims including:

- BID businesses
- BID Board members
- Press and Media
- Dacorum Borough Council
- Police
- LEP
- Property owners and agents

The BID Manager will also be required to support the BID team to manage key supplier relationships.

Person Specification

- Relevant experience at required level.
- A good working knowledge of the factors that affect the economic vibrancy of a Town Centre.
- A demonstrable track record of project delivery.
- Experience working with membership organisations at a senior level such as the IOD, FSB, Chambers of Commerce, or from other industry or sector based networks.
- Experience of working with a range of stakeholders and partners from across the public and private sectors.
- Strong and visionary leadership skills with the ability to delegate responsibility and empower a team to manage their own work.
- Strong PR and presentation skills including experience of public speaking and dealing with local and national media.



- Experience of setting and overseeing budgets, excellent financial planning skills and attention to detail.
- IT literate.

Desirable skills and experience

- Professional qualification in the management of BIDs, town centres or Town planning advantageous.
- Degree or equivalent qualification, though priority will be given to relevant experience.
- Knowledge of Hemel Hempstead and its business environment.
- Knowledge and experience of supplier/contract management.
- Strong personal skills and a passionate approach to delivery and results.
- Excellent communication, influencing, negotiating and networking skills.
- Ability to build consensus, work with public and private stakeholders and develop partnerships.
- Strong commercial awareness.
- Ability to generate income and raise funding.
- Very strong leadership skills.
- Competence in the use of a range of business IT applications and social media.
- Openness to new ways of working and the willingness to embrace them.
- Ability to work flexibly to respond to the needs of multiple complex projects.
- Resilience and tenacity required to drive significant change.
- Ability to solve problems creatively.
- Innovative and able to adopt creative approaches to obstacles and challenges.
- Ability to deliver agreed plans to very high standards, on time and on budget
- Good people management skills

Application Process

CVs with a covering letter indicating your suitability for the role and where you match the key requirements within the Job Description should be sent to Lee Walker at recruitment@centralmanagementltd.com