

**Chief Executive – to £55k**

**Basingstoke Together, Business Improvement District**

Basingstoke Together, the Business Improvement District (BID) for Basingstoke Town Centre started work on 1st April 2016, and we are now seeking an enthusiastic and motivated leader with considerable experience in marketing, event co-ordinating and an understanding and perhaps experience of running Business Improvement Districts, to help continue the great work that is already in place.

The BID 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 deliver the next stage of the town’s growth and evolution. Basingstoke has an exciting growth agenda, and now is a pivotal time for town centre businesses, who are seeking a collaborative and inspiring leader to be part of the success story.

As the Chief Executive (BID Manager) in charge of amongst other things, the Marketing, Events and Operations Management, you will deliver a wide variety of projects for the benefit of Basingstoke Town Centre and the business community therein.

**The main duties and responsibilities for the Chief Executive/BID Manager include:-**

* Maintaining excellent communications and relationships with key stakeholders (local business owners/managers) by meeting, networking, running events and ensuring mutual goals are agreed, nurtured and developed
* Ensure the delivery of the main KPIs as set within the BID business plan
* Agree, maintain and monitor budgets and provide accounting records according to regulatory requirements
* Generate ways to secure additional funding through private sector involvement and contributions
* Direct and manage contracts, commitments and agreements including third party agencies and contractors
* Ensure the delivery of activities, events and promotions
* Liaise and interface with the appropriate third-party agencies and suppliers of goods and services to ensure work undertaken is carried out accordingly
* Identify and initiate a 12 month rolling operations, marketing and events programme; manage all aspects of the programme to ensure timely and cost effective delivery
* Interact with other town centres to explore successful activities which might be suitable for inclusion in future marketing plans
* Be a visible, approachable and inclusive team leader; know what's happening, what's working and what we can do to improve
* Lead, manage and direct a small team of two to ensure mutual goals are delivered

**Key competencies will include:**

* Experience in a leadership/management role
* Experience of working with businesses in a town centre environment
* Knowledge of Basingstoke town centre and surrounding area highly beneficial
* Experience in project, events management and marketing
* Key competencies in regards to business IT and social media
* Excellent presentation and communication skills
* Natural networker, politically astute
* Team player and people manager

A competitive salary is offered of between £50,000 and £55,000 dependent on experience.

To apply, or to request a full job description and additional details for this position, please contact Lorna Dane on [lorna@danepartnership.co.uk](mailto:lorna@danepartnership.co.uk) or telephone 01276 20444