



MAKING A DIFFERENCE TO
THE FUTURE OF SOUTHPORT

Job Vacancy: Chief Executive Officer

Salary: from £45,000

Benefits: 25 days holiday, pension contribution,

Hours: Full time post with evening, weekend and early morning working required.

Position: 6 month probationary period, permanent contact until the next ballot in 2024 which could lead to a further five-year term.

Accountable to: The BID Board of Directors

Reporting to: Chairman of the BID Board

Role Summary: The BID is seeking an inspirational and innovative leader to take it on to the next stage in its growth and development. The Chief Executive Officer will combine strategic leadership with great team building and management skills. This is a unique opportunity for a successful leader to make a real impact in a high-profile role that will fundamentally influence the future of the Southport.

A Business Improvement District (BID) is a defined area where, following a ballot, business ratepayers agreed to pay an annual mandatory levy into a fund for a fixed period of time (in Southport the second term is from November 2019 - November 2024). Southport BID is an independent, business-owned, funded-led company, which seeks to substantially improve Southport Town Centre for business by delivering a Strategic Plan created and driven by its levy payers. Every five years the business plan is reviewed and if more is to be achieved, a new business plan is voted upon by its levy payers.

Background:

- The purpose of Southport BID is to work in partnership and continually evolve to make Southport a forward-facing town through:
 - Making Southport Safer, Cleaner & Greener
 - Adding value through events
 - Attracting and supporting business
- The consultation for a BID in Southport began in 2012 and Southport BID was established on 1 Nov 2014. The BID was re-elected in June 2019 to start a new 5 year term on 1 November 2019
- The current operating budget is £465k per annum, currently the area includes circa 700 hereditaments
- The BID management team current comprises of 3 full time roles: Chief Executive, Marketing Officer and Administrator
- The current [BID Business Plan](#) including a map of the BID activity area is available on our website southportbid.com

Job Description

1. Main Purpose

- The Chief Executive Officer works in partnership with the Board of Directors and is responsible for setting the strategic vision of the BID to ensure its success and act as a principal point of contact for the management and promotion of the BID area.
- Together with the Board, the Chief Executive Officer is to ensure the BID delivery programme is relevant and meaningful to the BID levy payers, and that it delivers tangible value that result in successful continuation of the BID through its next ballot and beyond.
- The Board delegates' day to day management of the BID to the Chief Executive Officer and has the authority to carry out these responsibilities in accordance with the direction, processes, structures and policies adopted by the Board.

2. Leadership and Strategy

- Lead the BID by providing strategic direction to the organisation and build a high profile across all sectors of the stakeholder community and communications media.
- Whilst retaining leadership responsibility, delegate project delivery to the BID team to work collaboratively with BID Board directors and where appropriate key stakeholders.
- Build a trusted and respected profile as the Chief Executive Officer, developing relationships and engaging with key stakeholders to represent the interests of the BID and its levy payers in various decision-making structures for Southport.
- Work to understand and contribute to the partnership landscape that helps the BID position itself both strategically and operationally with other place management organisations and models.
- Spearhead innovation for Southport to consistently improve its value to all.
- Work with the BID Chairman to develop the Board, its directors and employees, building on current skills and knowledge, to generate positive and effective teamwork throughout the BID organisation, which underpin the BID's vision and values.
- Represent the BID at external stakeholder events to build a positive profile for the BID and assist in delivery of BID objectives.
- Work with the Board to develop and lead the approach to deliver its next successful ballot campaign.

3. Governance

- Working with the Chair of the Board to ensure that the Board has a strong focus on long-term strategic issues that will ensure that the BID meets the needs of its levy payers.
- Support BID Board director engagement in governance and ensure that directors' skills and abilities are effectively used to the benefit of the BID.
- Take a pro-active role in identifying potential new Board directors so there is an available supply of competent professionals to replace Board directors who step down.
- Be responsible for effective and transparent governance and Company administration meeting appropriate legal standards and company law.
- 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.
- 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.
- Work with the levy collector to ensure non-payment of BID levy is followed up and dealt with to ensure bad debt provision is minimised.

4. Planning, Human Resources and Finance

- Ensure that the BID has appropriate levels of financial oversight and control, including producing an annual budget, as well as effective day-to-day financial management, reporting monthly to the Board.
- Be responsible for the leverage of additional resources including funding in support of and to add value to the BID's projects and services.
- Be responsible for increasing voluntary levy contributions to at least £20,000 pa
- Ensure the BID has access to place information and intelligence needed to underpin good evidence based decision-making.
- Undertake environmental scanning to ensure the BID can adapt and respond to challenges and opportunities accordingly.
- Develop a positive and enthusiastic workplace culture for BID staff, including appropriate staff development, performance management, and regular staff appraisals.
- Take responsibility for your own personal and professional development, in consultation with the Chair of the Board.

5. Project Delivery, Contract Management and Performance Measurement

- Lead and manage the development and delivery of the Business Plan including the measurement and reporting of key performance indicators.
- Collate the BID's annual performance to provide content for an annual review document, which is circulated with the annual levy bills.
- Regularly review the Service Level Agreement and Operating Agreements in place.
- Oversee the Baseline Statements provided by local authorities and partner agencies.
- Oversee and regularly review contracts and agreements with suppliers for services provided to the BID to ensure continued value for money for levy payers. Embark on a tender process for large contracts, as and when necessary.

6. Stakeholder Management and Communication

- Develop and manage effective relationships with key stakeholders at strategic and operational levels including levy payers, private sector partners, the local authority, third party service providers, the press, media and other relevant, interested groups to ensure the progress of the BID's aims and activities.
- Develop a wide group of networking contacts and represent the BID on relevant groups
- Ensure that BID levy payers understand and identify with the BID's aims and objectives
- Deal with all media and press enquiries and proactively seek appropriate media coverage
- Ensure regular visits and monitoring of key districts within the BID area
- Ensure effective and regular communication with relevant parties and maintain a website to keep businesses up to date and conversant with the BID's activities

6. Ballot Campaign

- Working with the Board and Team to develop a set of data that demonstrates to BID levy payers the value that the BID has delivered for them as businesses. Ensure that levy payers have the opportunity to receive, understand and if needed discuss this data.
- 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 next business plan.
- Plan for the ballot campaign including developing the BID proposal, consultation, business engagement and the balloting process, working with any relevant parties as appropriate.

7. General

- Undertake any other task(s) commensurate with this role as agreed with the Chair of the Board.

Person Specification

1. Education

- Essential – Educated to degree level or equivalent in business, management, economics or politics.
- Essential - Commitment to professional standards and personal development of place management through membership of a professional body such as: Institute of Place Management, Association of Town Centre Managers
- Desirable – Relevant post-graduate qualification (i.e. CiBM, MSC in Place Management). Willingness to work towards this

2. Experience and Knowledge

- Strategic leadership and management of an organisation, business or partnership for more than 5 years.
- Significant experience of working with businesses across sectors in a city or town centre environment,
- Experience of working to a board of directors.
- A proven track record of developing and delivering business plans and projects.
- Experience in procurement and contract/operations management.
- Experience of dealing with the media and press.
- Experience leading and managing a small team, including recruitment and HR practices.
- Experience of bringing together partners and of working in a multi-stakeholder environment.
- Experience in financial and budget management, including budget setting, accounts and monthly reporting to a Board or similar body.
- Knowledge of the issues facing town centres, BIDs, and the local economy.
- Knowledge of nurturing a membership organisation.
- Working knowledge of local government politics and processes.

3. Skills and Abilities

- Excellent communication, presentation, influencing, negotiating and networking skills, including the ability to build consensus, manage stakeholders and develop partnerships.
- Strong commercial, financial and fundraising skills.
- IT literate and aware of new ways of working.
- Resilient and able to solve problems creatively and work under pressure.
- Flexible, innovative and able to respond positively to changing circumstances.
- Self-motivated with a can-do attitude.
- Tactful and diplomatic.

Applications:

Please apply with your CV which must include details of how your previous experience will enable you to fulfil the job description. Please also include a short report (no more than 2 sides of A4) showing how you will engage with Southport BID levy payers, Stakeholders and the Board of Directors

- **Closing date for applications is Noon on Monday 23 September 2019**
- Applications should be emailed to Sarah Rodriguez sarah@southportbid.com
- Any questions can be answered by BID Chair, Susannah Porter, on 07852 591 820
- **You will be informed if your application has been successful by 30 September. Interviews will be held on Friday 4 October in Southport.**