

Job Description

Job title	Chief Executive Officer
Organisation	Worcester BID Ltd
Reporting to	Chair of the Worcester BID Board of Directors
Responsible for	BID team
Term	Fixed Term to 31/3/2025; may be extended if a renewal ballot is successful*
Hours	37.5 hours per week
Salary	£45,000.00
Holiday entitlement	33 days including bank holidays
Location	BID offices, Worcester City Centre and any other locations required to deliver the BID Business Plan

Job Purpose

The Chief Executive Officer is responsible for the successful leadership and management and development of Worcester BID. The CEO will work to and contribute to the strategic direction set by the Worcester BID Board and will actively engage with levy payers and stakeholders and manage the BID staff team to ensure the effective and timely delivery of the BID Business Plan.

Key Duties and Responsibilities

External Focus

Leadership:

- To champion Worcester BID, proactively engaging with stakeholders, ensuring they understand and identify with the BID aims and objectives, and that effective working relationships exist at strategic and operational levels.
- To direct, drive and manage Worcester BIDs projects, services, contracts and commitments in line with the Business Plan to achieve desired results and outcomes.
- Manage the BID Company to comply with its constitution and relevant legislation relating to BIDs, employment, financial management, governance, data protection, health & safety and any other relevant laws.
- To be responsible to the BID Board, working closely with the Directors to develop strategy.
- To report to the Board on the progress of projects and services and the development of the BID and its business plan.

Stakeholder management:

- To engage in regular liaison with all levy payers and external stakeholders to understand their issues, and to seek their views, identifying opportunities for the BID and the city and, based on stakeholder feedback.
- Work actively with partners and public and private sector stakeholders to deliver the greatest possible benefit to levy payers and the town centre itself; seek to influence relevant decision-making and foster understanding of and support for the BID's aims and objectives;
- To form practical campaigns and projects to deliver outcomes that benefit levy payers and the city's trading environment.
- Ensure that all BID projects and activities are well promoted to levy payers, the consumer and to other stakeholders and partners using appropriate media (e.g. the BID website, social media, PR, newsletters etc. and visits in person).

Strategic development:

- To be accountable to the BID Board, working with its members to implement the strategic vision for Worcester BID set out in the Business Plan and helping to refine and develop this vision to inform future plans.
- To propose appropriate plans and strategies to develop the company and its projects ensuring it remains best placed to deliver the agreed Business Plan and to ensure a positive re-ballot at the end of the current BID term
- To review and research ideas and issues affecting the city centre, the BID and its businesses reporting opportunities or threats to the BID Board to enable it to develop long-term strategies.

Fundraising:

- To proactively seek and secure further funding opportunities to allow additional BID activity. To include voluntary contributions, grant funding, commercial activity or joint working with other delivery partners.

Internal Focus

Leadership:

- To recruit, manage and develop the Worcester BID team members.
- To clearly interpret and communicate the strategy and direction of the BID, as set by the BID Board, to staff.
- Prepare appropriate reports, research papers and evaluation to keep the Board up-to-date on progress, opportunities and other issues relating to the BID and the delivery of the Business Plan so that it can make informed, appropriate and timely decisions;
- To set high standards for delivery and to ensure clear communications within the staff team, between the staff and the Directors and with levy payers and other stakeholders.
- To seek professional advice as necessary to support business management and strategy issues.

Financial management:

- To ensure that appropriate financial policies and procedures exist and that accurate and timely records of all financial transactions are maintained to meet the company's legal responsibilities.
- To prepare the annual BID budget for Board approval, ensuring that the proposal allows the BID to deliver the agreed Business Plan.
- To manage the Worcester BID budget in line with business plan priorities and in line with best value practice and financial control and procurement procedures.
- In conjunction with the appointed accountants to ensure the timely and accurate production of monthly and annual accounts.

Business Management:

- To lead the BID team to enable it to deliver effectively on the BID Business Plan.
- To be responsible for overseeing the management and delivery of projects, ensuring action plans exist and that projects can be delivered on time and to budget.
- To be aware of potential risks to the BID, the successful delivery of the Business Plan, and individual projects and develop strategies to mitigate against these risks.
- To set and monitor outcomes and performance with KPI's in agreement with the Board
- To organise BID Board meetings, Committee Meetings and Annual General Meetings for members, ensuring that agendas and papers are correctly sent out, and accurate minutes taken
- To work with the City Council and Local Authority and any third parties to ensure that baseline agreements are met.
- To be responsible for leading the renewal ballot campaign
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Staff Management:

- To ensure that the staff team is well managed at all times, providing leadership and motivation to the team.
- To ensure that an HR function is operated in accordance with relevant legislation, keeping the necessary documentation in relation to appointments, absence, pay and pensions.
- To ensure appropriate HR policies exist.
- To respond to all staff queries, taking specialist advice where necessary.

Normal working days are Monday to Friday, but the post holder is expected to work some evenings and weekends to meet the requirements of the business.

Person Specification

Qualifications, knowledge and experience

Essential

- Excellent communicator – can successfully engage with both senior stakeholders as well as motivate a team
- Good level of general education, either degree level or equivalent experience
- Experience of working at senior management level
- Experience of developing strategy, setting KPI's and reporting at Board level.
- Financial literacy, including the ability to develop and implement budgets and liaise effectively with external accountants.
- A track record of successful project delivery
- Strong presentation and negotiating skills
- Good understanding of the legal requirements involved in managing a company
- Experience of working across the private, public and voluntary sectors and the ability to drive value from partnerships

Desirable

- Detailed knowledge of the legislation covering BIDs
- Knowledge of general legislation relating to towns and cities e.g. planning, environment etc.
- Experience of working in a BID environment

Skills and abilities

- Ability to challenge, lead and influence a range of audiences at varying levels of seniority to ensure the best trading conditions for BID businesses
- Inspirational and passionate leadership to develop and successfully deliver the BID project
- Ability to work with the BID Board to develop and deliver the strategic vision for the BID
- Ability to build effective relationships with levy payers, stakeholders and staff
- Commercially astute with the ability to recognise both risk and opportunity
- Tenacious and resilient, with the ability to juggle a variety of priorities and projects
- Analytical skills to approach issues affecting the BID and the city in a thoughtful and effective way.