

Job Description

CEO, Newbury BID

1. Main Purpose

- 1.1. The Chief Executive Officer works in partnership with the Directors and Board members and is responsible for setting the strategic vision of the BID to ensure its success and act as a principle point of contact for the management and promotion of the BID area.
- 1.2. Together with the Directors and Board members, 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.
- 1.3. The Directors delegate day to day management of the BID to the Chief Executive Officer who has authority to carry out these responsibilities in accordance with the direction, process, structures and policies adopted by the Directors.

2. Leadership and Strategy

- 2.1. 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.
- 2.2. Whilst retaining leadership responsibility, delegate project delivery to the BID team to work collaboratively with BID Board Directors and key Stakeholders.
- 2.3. 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 the place.
- 2.4. 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.
- 2.5. Spearhead innovation for Newbury to constantly increase its value to all.
- 2.6. 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 BIDs vision and values.
- 2.7. Represent the BID at external stakeholder events to build a positive profile for the BID and assist in delivery of BID objectives.
- 2.8. Work with the Board to develop and lead the approach to deliver its next successful ballot campaign.

3. Governance

- 3.1. Working with the Chair of the Board to ensure that the Directors and Board has a strong focus on long-term strategic issues that will ensure that the BID meets the needs of its levy payers
- 3.2. Support BID Board director engagement in governance and ensure that directors' skills and abilities are effectively used to the benefit of the BID.
- 3.3. Take a pro-active role in identifying potential new Board directors and Board members so there is an available supply of competent professionals to replace Board directors and Board members who step down.
- 3.4. Be responsible for effective and transparent governance and Company administration meeting appropriate legal standards and company law.
- 3.5. Be responsible for managing risks, reporting to the Directors 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.
- 3.6. Ensure the preparation and regular review of all necessary policies and procedures for Director 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.
- 3.7. 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

- 4.1. 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 Directors.
- 4.2. Be responsible for the leverage of additional resources including funding in support of and to add value to the BIDs projects and services.
- 4.3. Ensure the BID has access to place information and intelligence needed to underpin good evidence-based decision-making.
- 4.4. Undertake environmental scanning to ensure the BID can adapt and respond to challenges and opportunities accordingly.
- 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 Chair of the Board.

5. Project Delivery, Contract Management and Performance Measurement

- 5.1. Lead and manage the development and delivery of the Business Plan including the measurement and reporting of key performance indicators.
- 5.2. Collate the BID's annual performance to provide content for an annual review document, which is circulated with the annual levy bills.
- 5.3. Regularly review the Service Level Agreement and Operating Agreements in Newbury.

- 5.4. Oversee the Baseline Statements provided by local authorities and partner agencies.
- 5.5. 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

- 6.1. 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.
- 6.2. Develop a wide group of networking contacts and represent the BID on relevant groups.
- 6.3. Ensure that BID levy payers understand and identify with the BID's aims and objectives.
- 6.4. Deal with all media and press enquiries and proactively seek appropriate media coverage.
- 6.5. Ensure regular visits and monitoring of key districts within the BID area.
- 6.6. 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.

7. Ballot Campaign

- 7.1. 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.
- 7.2. 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 next business plan.
- 7.3. Plan for the ballot campaign including developing the BID proposal, consultation, business engagement and the balloting process, working with any relevant parties as appropriate.

8. General

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