



## FARNHAM TOWN CENTRE MANAGER – JOB DESCRIPTION

### What the role entails:

As the Town Centre Manager you will play a pivotal role in driving the success of Farnham BID by leading and coordinating the implementation of key initiatives and events. Working closely with a diverse range of stakeholders you will help shape the future of Farnham's town centre.

### Responsibilities:

- Be accountable to the Board of Directors and undertake both operational and strategic projects to sustain the success of the Business Improvement District in line with the BID Business Plan. The BID Manager will be required to build up a 4 year business plan.
- Deliver the initiatives and services set out in the BID Business Plan and to maintain and further develop a positive climate within which local and national business stakeholders will ultimately endorse the continuation of the BID after its initial 5 year period.
- Propose revisions to the Business Plan as necessary and prepare reports and briefing papers for the BID Board to make appropriate and informed decisions.
- Direct and manage the BID contracts, commitments and baseline agreements in line with the BID Business Plan and formulate actions and follow up as appropriate to ensure appropriate remedial actions are taken.
- Manage and oversee project management for various events and initiatives, ensuring they are executed smoothly, within budget, ensuring full delivery of all areas of the levy payer voted business plan.
- Provide effective leadership and line management to the BID team, fostering a collaborative and productive working environment.
- Reporting in to the BID Board.
- Generate creative and innovative project ideas that contribute to the development and enhancement of Farnham's town centre in line with the BID business plan.
- Develop effective working relationships at strategic and operational level with a variety of public agencies, private sector partners, stakeholders, press and media and other interest groups Engage with both levy payers and non-levy payers, fostering positive relationships and gathering feedback to inform decision making.
- Collaborate with local and regional groups to raise awareness, encourage engagement and attract investment to Farnham.
- Working with the BID board and the subsequent committees to ensure the objectives are delivered.
- Proactively seek and secure additional funding and investment opportunities from third parties, expanding the financial resources available to the BID.

- Managing outsources service providers effectively from brief to delivery.
- Ensure the successful delivery of the BID's business plan, monitoring progress and taking corrective actions as needed.
- Develop and present compelling business cases and key performance indicators (KPIs) for each proposed project idea, demonstrating their value and impact.
- Act as the face and voice of the BID, representing the organization in a professional and engaging manner at various events, meetings and networking opportunities.
- Lead initiatives related to security, such as the DISC program and review and enhance user experiences to promote safety and satisfaction.

#### Requirements:-

- Previous experience in project management, preferably within a BID or business development environment.
- Strong leadership and communication skills with the ability to engage and build relationships with diverse stakeholders.
- Proven ability to generate creative ideas and translate them into actionable projects.
- Experience in engaging and collaborating with a range of individuals and groups, both locally and regionally.
- Track record of securing third-party funding and investments to support business growth.
- Excellent content creation skills, with the ability to produce engaging and informative materials.
- Comfortable working with and instructing third-party agencies, ensuring projects are executed to the highest standards.
- A proactive mindset with the ability to work independently and take initiative to drive project success.
- Knowledge of business case development and KPI tracking.
- Familiarity with security initiatives and user experience improvement strategies.
- Flexibility to work evenings and weekends as required for events and meetings.

#### An understanding of:

- Business Improvement Districts
- Town Centres
- Local regeneration
- Local Authorities
- Marketing (tourism based)
- Local economics

If you are a motivated, dynamic individual with a passion for business improvement and community development we would love to hear from you.

To apply, please submit your cv and a cover letter outlining your suitability for the role to [info@farnhambid.co.uk](mailto:info@farnhambid.co.uk) – Hiring Manager Gemma McBride.

**Job Type:** Full-time, Permanent

**Job Title:** BID Manager

**Hours:** 37.5hrs per week (with regular flexible hours to include eve, weekend and occasional bank hols).

**Holidays:** 20 days plus bank holidays

**Salary:** Circa £38-40k p/a (depending on experience with eligibility for contributory pension scheme)

*We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.*