

## **Job Description**

**JOB TITLE:** Crieff Succeeds BID Manager

**PLACE OF WORK:** BID Office in or around, Crieff

**RESPONSIBLE TO:** Chair of the Board of Directors

### **LATERAL RESPONSIBILITIES:**

- (i) Local businesses
- (ii) Community Groups
- (iii) External Agencies
- (iv) Other including, but not mutually exclusive to, funding bodies
- (v) Perth and Kinross Council
- (vi) Schools and Charities

### **RESPONSIBLE FOR:**

- (i) Ensuring that the current BID Business Plan is implemented, monitored and reviewed in line with the core tasks and duties in this Job Description.
- (ii) Developing the 2020 – 2025 BID Business Plan and leading the renewal process from consultation through to end Ballot.
- (iii) Providing day to day management and leadership of Crieff Succeeds BID.

### **SCOPE AND GENERAL PURPOSE:**

- To be the pragmatic intervention between the BID Board of Directors and the Crieff business community with the sole and principle aim of ensuring that BID:
  - Makes Crieff a better place to visit for inbound tourism.
  - Creates ‘business opportunities’.
  - Helps retail and tourism businesses to flourish.
  - Assists in making Crieff a destination of choice.
  - Assists in making Crieff a great place to live and work.

### **PRIMARY RESPONSIBILITY**

- Ensure that the BID Business Plan is effectively managed, delivered, and evaluated.
- Lead a process to achieve a successful outcome for a further 5-year term 2020 – 2025.

## **SECONDARY RESPONSIBILITY**

- Provide guidance and support to Crieff businesses, with the sole aim of ensuring BID works collectively across all sectors in order to improve the local economy and to ensure that Crieff is financially fit for the future.

## **KEY RESPONSIBILITIES**

### **BUSINESS MANAGEMENT**

- Effectively deliver the Crieff Succeeds Business Plan by:
  - (i) Establishing a core Implementation Plan by taking into account the various and competing priorities.
  - (ii) Ensuring that the tasks within the Implementation Plan are agreed and prioritised with the Chair of the BID Board.
  - (iii) Liaising with and offer support to BID working groups as defined by the Board of Directors.
  - (iv) Attending BID Board Meetings as required by the Chair of the Board.
  - (v) Assessing the Implementation Plan and various Projects therein on a monthly basis.
  - (vi) Preparing a monthly report for the BID Succeeds Board, noting all accomplishments, standard deviations to plan, and differentials.
  - (vii) Maintaining satisfactory, accurate and timely in-house records of electronic and paper files whilst liaising with external suppliers eg accountants.
  - (viii) Liaising and meeting with Scotland Town Partnership as and when required to meet obligations.
  - (ix) Pro-actively liaising and working with local business owners by:
    - Having a significant and physical presence in the Town.
    - Establishing planned and scheduled communications plan with and making visits to local business owners, with the primary aim of developing professional partnerships and to act as ‘force for good’ in communicating the benefits of BID and how it can assist in the growth and prosperity of the Town.
- Lead the BID to a successful renewal at the end of the current Business Plan through effective project management. To include:
  - (i) The development of a project plan including key activities, dates and deadlines.
  - (ii) Discussion with the Local Authority and Scotland Town Partnership on the content of the BID proposal and the BID Business Plan.
  - (iii) Developing and leading a consultation process with the local business and wider community to gauge perceived progress of the current BID and collect fresh ideas.

- (iv) Gathering best practice from other BIDs and Scotland Town Partners
  - (v) Developing themes and objectives and compile 2020 – 2025 Business Plan and communications
  - (vi) Implementing the renewal Ballot process including discussions with all stakeholders, marketing and communications
- To be the professional ‘face’ of BID and to act as a conduit between local businesses for the purposes of sharing best practice, mentoring, and networking.
  - Display own initiative to act and resolve and satisfy matters raised by local businesses, stakeholders or third-party contractors in a manner that will further the delivery of the Business Plan and maintain positive local relationships.
  - To establish a portfolio of ‘business’ information which can be used to assist local businesses to find out about:
    - (i) Funding opportunities which may be available for their business.
    - (ii) How to access funding and how to complete funding applications.
    - (iii) Networking with other ‘local’ business owners who have skills, knowledge, and experience in different genres such as; procurement, legal, finance, marketing, employment, planning, logistics, writing business plans, mentoring, and other services.
    - (iv) Business Gateway, Public Sector tendering, and accessing finance.
  - To ensure that the BID Business Plan is:
    - (i) Actioned and delivered in a timeous manner.
    - (ii) An integral part of the Implementation Plan as set out in the Business Plan.
    - (iii) Delivered to budget.
    - (iv) Reviewed and evaluated to ensure that it is fit for purpose.
    - (v) An integral part of the monthly reporting process, showing *amongst other*:
      - Actions completed and actions outstanding.
      - Spend per month and year-to-date with all variances noted and explained.
      - Planned activities and costs.
      - Recommendations.
      - Business (clients of BID) feedback and intentions moving forward.

- To pro-actively schedule client (local businesses) visits for the purposes of:
  - (i) Communicating the benefits of BID.
  - (ii) Educating and encouraging businesses to get involved with one another.
  - (iii) Growing their own revenue base.
  - (iv) Establishing quarterly business networking meetings with a key note speaker.
  - (v) Encouraging local businesses to see the collegiate and collective benefit of business mentoring and establishing a business mentor register.
  - (vi) Building strong community links.
  - (vii) Effectively communicating by answering the many and varied questions on BID.
  - (viii) Taking pride in and improving the appearance of the Town Centre.
  - (ix) Pro-actively addressing all and any problems or issues arising.
  - (x) Being an Ambassador and BID Champion.
- To establish an annual calendar of events which seek to harmonise the Town's traditional offerings with new and innovative opportunities.

## **MARKETING AND SOCIAL MEDIA**

- Work with the Marketing and Communications Manager and the BID Marketing team to ensure that relevant websites – Visit Crieff, Crieff Succeeds and the Crieff Card - and associated social and digital channels are:
  - (i) Regularly updated with content to ensure it is 'fresh', interesting, and relevant.
  - (ii) Has regular news and features for the purposes of search optimisation.
  - (iii) 'fit for purpose' and encourages all 'age' users.
  - (iv) Showcasing excellent work and celebrates successes in order to create stakeholder engagement.
  - (v) pro-active and reinforces the benefits of BID.
- Work with the Marketing and Communications Manager and appointed web and brand design company to ensure the BID brand is effectively communicated and used in all literature.
- To ensure that all postings comply with the Data Protection Act 2018 and all other Acts.

## **GENERAL**

- To effectively manage specific projects by ensuring that each project has a:
  - (i) Defined start and end date.

- (ii) Budget which is tightly controlled and managed.
  - (iii) Specific project team/working groups (where and when relevant) with defined roles, responsibilities, and milestones.
  - (iv) Project Brief and a Project Action Plan.
- To prepare and deliver presentations using PowerPoint (or another methodology) as and when required.
  - To attend all meetings as required by the BID Board.
  - To liaise and communicate with third party organisations as and when required.
  - To attend or deal with FAM trips, sales, and other events as required by the BID Board for the purposes of 'marketing' Crieff as a destination.
  - To attend any training courses deemed essential by the BID Board.
  - To use all prescribed and agreed reporting mechanisms.
  - To ensure full compliance with Health and Safety.
  - To carry out any other reasonable tasks and as such, you shall work those hours necessary to fulfil the needs of the BID Manager position.