

May 2020

RECRUITMENT OF NEW WATERFRONT MANAGER AND CHIEF EXECUTIVE

Plymouth is Britain's Ocean City and gateway to the beautiful South West, Devon and Cornwall. With a planned programme of major investment and city wide regeneration Plymouth is an exciting place to be, offering an exceptional quality of life.

Plymouth Waterfront Partnership wishes to recruit an enthusiastic, experienced and dynamic Waterfront Manager and Chief Executive.

Applicants will need to have a successful track record of working in Business Improvement Districts or Town Centre Management roles as a senior manager and leader within the organisation.

Key to the role is the ability to engage with key stakeholders, develop strong effective relationships and provide strategic and operational management for the Plymouth Waterfront BID.

This position will be directly accountable to the Plymouth Waterfront Partnership Board reporting directly to them and the Chair.

Background:

A Business Improvement District (BID) is a defined geographic area within which businesses opt - via a democratic ballot - to provide services for their business community to support improvements to the overall trading environment in which they all operate. Typically a BID operates for five year term to deliver a five year business plan which has been designed by the business community it represents.

The Plymouth Waterfront Partnership is a successful not for profit company that was set up to administer the Waterfront BID and currently represents more than nine hundred business premises. The company works in collaborative close partnership with Plymouth City Council, Destination Plymouth and the Plymouth City Centre Company BID.

Since 2012 Plymouth Waterfront BID has already delivered two five-year business plans including seventy projects, targeted more than £16.6m, consistently delivered a 5:1 return on business investment and recently won a Special Recognition award from British BIDs. The Plymouth Waterfront BID is currently three years through its second five-year term which ends March 2022. Delivery overall stands at 87% of its two business plans.



The Waterfront BID2 business plan pledges to deliver on a range of objectives based on the views of stakeholder businesses. The categories are:

- Marketing
- Expand Events
- Clean
- Safe
- Better Connected Trails and Transport
- Business Member Benefits and Savings
- Secure Investment

The Plymouth Waterfront Partnership Board will seek to renew the Waterfront BID for a third term (2022-2027) and the new Waterfront Manager/CEO will lead on this renewal process.



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Plymouth's role

Job title:	Waterfront BID Manager and Chief Executive
Organisation:	Plymouth Waterfront Partnership
Salary:	Competitive salary commensurate with experience
Contract type:	Fixed term until March 2022 with optional extension on successful renewal of BID term
Hours:	40
Accountable to:	The Board and Chair of the Plymouth Waterfront Partnership

Purpose of the role:

To provide strategic and operational management for the Plymouth Waterfront BID, engaging with key stakeholders, including business levy payers, local authority, emergency services, community and charity organisations. You will be responsible to the BID Board for the delivery of the business plan, the renewal of the Waterfront BID for a third term and to manage contract delivery against SLA's, KPI's and budgets. As BID Manager you will also identify opportunities for the betterment of the BID area and report these to the Board.

Primary Responsibilities:

1. To lead the organisation, internally and externally.
2. Proactively seek opportunities to add value to BID delivery and build external relationships.



3. Manage operations team to ensure effective and efficient delivery of the Company's objectives, as agreed by the Board.
4. Ensure management of BID assets, finances and staff is conducted in accordance with any Company approved management systems and protocols.
5. Ensure that the Chair and Directors are briefed on operational activities (including opportunities and threats), either by way of face-to-face meetings, telephone calls or e-mails where necessary.
6. Provide regular updates on all matters of consequence to the Chair (and to the Board where appropriate).
7. Formally support manage corporate governance processes including Board and advisory group meetings
8. Monitor and manage performance of the Company against overall Business Plan and annual action/delivery plans ensuring budget targets are met.
9. Be the operational point of contact for relevant partners, and work to coordinate the aims of the Company with key city partners and stakeholders.
10. Safeguard the financial position of the BID to ensure that performance is in line with approved budgets and cash flow forecasts.
11. Oversee contractual and payment arrangements in respect of appointed contractors and suppliers.
12. Implement a communications strategy which incorporates engagement with stakeholders and consumers in partnership with other key city partners.
13. Identify and pursue new opportunities for extending the range, benefits and income of the Company.
14. Maintain the Plymouth Waterfront BID contacts and BID voters database.
15. Lead the renewal process of the Plymouth Waterfront BID to a third term (2022-2027).
16. Pursue a strategy of continuous professional development.

Note: The above list is not in order of priority, and other tasks commensurate with the grade of the post may be required of the post-holder.

Person characteristics:**Adaptability:**

This role requires the ability to handle detailed information, balance multiple tasks and respond quickly to business situations and be able to work within a changing environment.

Team Player:

Work cooperatively and in partnership with others to set goals, resolve problems and make decisions that enhance the effectiveness of the business and wider city objectives.

Ethically focused:

The BID Manager needs to demonstrate the highest standards of behaviour at all times. This person will regularly be invited to attend social events representing the BID at evenings and weekends.

Lead:

Positively influence others, demonstrate good listening skills, humility and the ability to accept social diversity.

Decision making:

The BID Manager needs to support the business by quickly assessing situations as to their importance, risks and urgency and lead the business by making clear and timely decisions in the best interests of the organisation.

General information:

- All staff are responsible for his/her own health and safety and ensuring that any employees within the team adhere to the company's Health and Safety policy ensuring that the company's Health and Safety policy is enforced within all areas of responsibility ensuring safe working practice.
- All staff are required to positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the organisation's Equality and Diversity Policy.
- All staff are responsible for carrying out appropriate communication and information sharing.
- Contracted Hours: The role is a fixed term contract, working full time 40 hours per week with flexibility required on working hours.



- Some limited national travel may be required (at the Company's expense) for operational and training purposes, this may include infrequent overnight stays.
- Located in Plymouth

Person Specification

Criteria	Essential	Desirable	Tested Via A = Application I = Interview T = Test
Education	<p>Educated to degree level or equivalent professional / vocational qualification</p> <p>Professional management qualification or relevant professional experience in BID management</p> <p>Continuous personal and professional development</p>	<p>Certificate in BID management, MSc in Place Management or Member of the Institute of Place Management</p>	<p>A</p> <p>A</p> <p>A</p> <p>A & I</p>
Knowledge and Experience	<p>Success in a senior management role within an organisation of similar complexity and a strong social purpose</p> <p>Experience of developing, implementing, evaluating and monitoring strategic, operational and business plans</p> <p>Experience of strategic financial management and understanding of budgets, including commercial portfolios and alternative income streams, and financial forecasting</p>		<p>A</p> <p>A & I</p> <p>A & I & T</p>

	<p>Understanding of BID legislation, governance and compliance issues within the BID sector</p> <p>A track record of forging successful partnerships and engaging with a wide range of sectors</p> <p>Experience of leading and operating effectively in an environment often characterised by change and ambiguity</p> <p>Experience of leading a membership-led organisation in the not for profit sector</p> <p>Experience of practical BID management</p> <p>Ability to work with minimum supervision under the leadership of a Board</p>	<p>Knowledge of political and economic conditions of retail, hospitality, leisure and licensed premises sectors</p>	<p>A & I</p> <p>A & I</p> <p>A & I</p> <p>A</p> <p>A & I</p> <p>I</p> <p>I</p>
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Skills / Abilities	Extensive people management, leadership and team building skills		
	Excellent financial and budget management skills		A & I
	Highly effective negotiating and influencing skills		
	Excellent communication skills		A & I & T
	Effective organisation and time management skills		
	Project management experience		
Personal Qualities	Self-awareness and positivity		
	Enthusiasm and flexibility		
	Resilience and commitment		
	Friendly and approachable		
	Integrity and high standards		
	Can do approach		

To apply for this post please forward your CV and covering letter to:

E-mail: Patrick.knight@plymouth.gov.uk

Please clearly state in the subject line:

‘Job Application for Waterfront BID Manager and CEO position’.

OR

Post: Plymouth Waterfront Partnership

OFFICIAL



Ballard House
West Hoe Road
Plymouth
Devon, PL1 3BJ

www.waterfrontbid.co.uk
www.visitplymouth.co.uk

Plymouth Overview

Plymouth, Britain's Ocean City

The largest port city on the south coast, Plymouth is a spectacular waterfront city with some of the best living standards in the country. With all the amenities of a modern European city, yet still maintaining a relaxed and friendly atmosphere, Plymouth is nestled between a stunning coastline and the rugged beauty of the moors. As the gateway between Devon and Cornwall it boasts unrivalled access to outdoor pursuits, some of the UK's most popular holiday destinations, close-proximity to amazing beaches and countryside alongside a burgeoning cultural scene and economic development.

Connectivity

GWR operates an improved rail service between Plymouth and London with up to 24 services a day. Exeter and Bristol International airports located just one and two hours away respectively, and Brittany Ferries operates regular passenger services to Roscoff in France and Santander in Northern Spain directly from Plymouth.

Quality of life

Plymouth ranks fourth for its quality of life, according to the The Arcadis Investing in Britain: Cities Built for the Future study (2018) and The Independent rated Plymouth in the top 20 cities to live in 2015 based on the Good Growth for Cities Index by PwC/Demos. A wide choice of housing is available in Plymouth and the surrounding area and, with water surrounding approximately two-thirds of the city and moorland and countryside the remaining third, many residential areas have spectacular waterfront or country views.

Over 40% of the city is designated as green space and is surrounded by 3 Areas of Outstanding Natural Beauty. Plymouth has 10 Local Nature Reserves, over 40 wildflower meadows, 9 Special Sites of Scientific Interest and 28 County Wildlife Sites. Source: dataplymouth.co.uk

Education

Plymouth has a fantastic range of schools on offer and talented, dedicated staff working in them. The number of schools and nurseries judged to be good or outstanding by Ofsted has reached an all-time high. The city is also home to c.50,000 higher education students, with the University of Plymouth a leading UK institution and a Top 10 UK Young University in the most recent Times Higher Education Young University Rankings.