



SHREWSBURY BID EXECUTIVE DIRECTOR CANDIDATE PACK

SHREWSBURY

Consistently featured as one of 'best places to live' in national league tables, Shrewsbury is a popular town centre less than 90 minutes from Chester, Manchester and Birmingham. Full of history and heritage and great shopping and dining, hundreds of listed buildings, meandering cobbled streets and a 29-acre town centre park are all looped inside the River Severn. The town has a strong and quality offer of independent and niche shopping, as well as a vibrant food and drink offer, with many pubs, bars and restaurants. With a strong sense of community, there are excellent schools and colleges based in the town centre, alongside the new University Centre Shrewsbury which is growing its student base after opening in 2014. There is significant new residential development being delivered in and around Shrewsbury, £12m of town centre highways and public realm projects starting in 2017, and notable commercial development in the pipeline; Shrewsbury is a growing town, focussed on successfully mixing the very old with the very new.



SHREWSBURY BID

Now half way through its 5-year term, Shrewsbury BID has delivered a number of projects and services outlined in its business plan. Working with a driven board and team from the outset, the post-holder will lead and deliver a host of services and projects, many of which have been worked up in partnership including the installation of a transformational wayfinding system, creating a 20-year strategic vision for the town (Co-Chaired with Shropshire Council) and directing the town's year-round destination marketing plan. The role will require close working with the Shrewsbury BID board, BID members and public and private sector partners, to develop the company and position it for the second half of its term and beyond.

JOB DETAILS

Job Title:	Executive Director
Responsible to:	Chairman of the Board of Directors
Responsible for:	Shrewsbury BID team members
Package:	An attractive salary and package will be negotiated with the successful candidate.
Contract:	To the end of Shrewsbury BID's term, with an opportunity to extend (subject to 3-month probationary period).
Annual leave entitlement:	25 days per year plus statutory holidays
Location:	Shrewsbury BID's office, Shrewsbury town centre

JOB PURPOSE

The role is to lead, manage and develop Shrewsbury BID and its team, delivering projects and services as outlined in its business plan under the direction of the Shrewsbury BID board. The post-holder will be expected to maintain successful working relationships with the town's business community and partner organisations and deliver activities, marketing campaigns and business services across a range of themes.

Main Duties and Responsibilities

- Be accountable to the Board of Directors, report on the progress of projects, services and the development of the BID Company.
- Propose appropriate plans and strategies to develop the company and its projects, ensuring it is best placed and resourced to deliver the business plan, as well as communicating outcomes and responding to the needs and requirements of BID businesses.
- Recruit, line manage and develop the Shrewsbury BID team members.
- Direct, drive and manage Shrewsbury BID's projects, services, contracts and commitments, in line with the Business Plan to achieve expected results/outcomes.
- Manage effective working relationships at strategic and operational levels across public and private sector partners, stakeholders, and other interest groups.
- Act as the champion of Shrewsbury BID, ensuring the destination and its members' views are appropriately represented and acted on in all relevant forums and networks.
- Ensure sound and appropriate governance, financial, legal and legislative procedures and processes.
- Set and monitor outcomes and performance with KPIs and other criteria in agreement with the board.
- Proactively seek and secure further funding opportunities to bolster Shrewsbury BID's activities.
- Manage the overall company budget, in line with the Business Plan's priorities, and in line with best value practice and financial control procedures.



PERSON SPECIFICATION

We're looking for an individual who has experience across the following professional capabilities, personal characteristics, and expertise:

Essential

- Managing and motivating others towards goals and objectives
- High profile/significant project and budget management
- Compelling track record of partnership working and relationship management, preferably across sectors
- Ability to tackle strategic agendas whilst also having an eye for detail
- Excellent communication skills: written and spoken
- Self-starter, a problem solving and determined mindset, 'can-do' attitude
- Collaborative, persuasive, and positive in approach
- Commercial awareness, able to turn opportunities into tangible actions and benefits
- Astute, with an ability to influence others
- A drive for quality outcomes for customers/clients/partners
- Knowledge and strong interest in the management, development and championing of town centres including an understanding of the opportunities and challenges of local centres such as Shrewsbury.
- Strong IT skills across Microsoft Office programmes.

Desirable

- Experience of working in or with BIDs
- Small company management experience or equivalent
- Experience of working in small client teams/project boards/company boards

Additional Information

The role will be based in the Shrewsbury BID office, Monday-Friday, 9am-5.30pm. However, it is expected that occasional weekend and evening work will be required to meet the needs of the role. The role will also require infrequent travel out of the town centre for meetings and events.



HOW TO APPLY

Submit your application by 9am, Monday 24th October, by sending your CV and a covering letter (up to two A4 sides) on why you think you are suitable for the position to kirsten@shrewsburybid.co.uk.

Shortlisting will take place Monday 24th -Tuesday 25th October.

Candidates will be informed of invitations to interview by Wednesday 26th October.

We will hold interviews on Monday 31st October.

For an informal chat about the role, please contact Kirsten Henly, Executive Director, 01743 358625.



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