



## **JOB DESCRIPTION**

<b>Job Title:</b>	Business Improvement District (BID) Director, Wolverhampton
<b>Responsible to:</b>	Via the WV One Chair to the WV One Board
<b>Responsible for:</b>	Campaign Administration Assistant
<b>Salary:</b>	£55,000 per annum for a fixed term contract of 18 months. A short extension to contract may be available if budget identified.
<b>Bonus:</b>	£8,000 if there is a successful 'Yes' vote.
<b>Location:</b>	Wolverhampton City Centre (office to be allocated)
<b>Allowances:</b>	No interview or relocation expenses will be paid.

### **Job Purpose and Role:**

In partnership with all the main stakeholders within the City Centre decide the content of the BID offer. Having decided the offer lead the BID to a successful outcome in a month long postal ballot in September 2013.

### **Principal Duties and Responsibilities:**

1. To agree with the WV One Board a detailed and timed plan (CPA) leading to a postal election in September 2013.
2. Agree a budget with the WV One Board for the duration of the process.
3. With Wolverhampton City Council (WCC) non-domestic rates department produce an accurate data base for the agreed BID area.
4. Educate the electorate as to what a Business Improvement District (BID) is and the positive effects that will accrue to Wolverhampton City Centre.
5. Through the WV One Board agree ambassadors for all the main business sectors in the city and ensure their involvement throughout the BID process.
6. With all the main stakeholders agree the content of the BID. This will include market research and the keeping of accurate records of business needs and voting intentions.
7. Produce all necessary promotional and presentational material including newsletters and a website.
8. Organise one-on-one and group meetings to sell through the agreed BID content.

9. Make all necessary arrangements to inform and convince national organisations such as banks and retailers
10. Ensure via an appointed BID consultant that all the legal requirements contained within the BID regulations are adhered to.
11. To assist the WV One Chair on all media matters and to lead where directed to do so.
12. Produce a BID business plan for distribution to the electorate in a shortened form and a full version to appear on the Website prior to the election.
13. Set up and maintain effective working relationship with Wolverhampton City Council officers and members in order to progress the BID and produce reports and updates, attend briefings and meetings where directed by the WV One Chair.
14. Agree with WCC and West Midland Police bench marking in the form of SLA's to be included in the said business plan.
15. Secure voluntary contributions from landlords and other bodies who will not be permitted to vote.
16. Lead and direct the Administration Assistant.
17. To carry out any other duties commensurate with the salary and designation of the post, subject to any reasonable adjustment under the Equality Act, 2010.