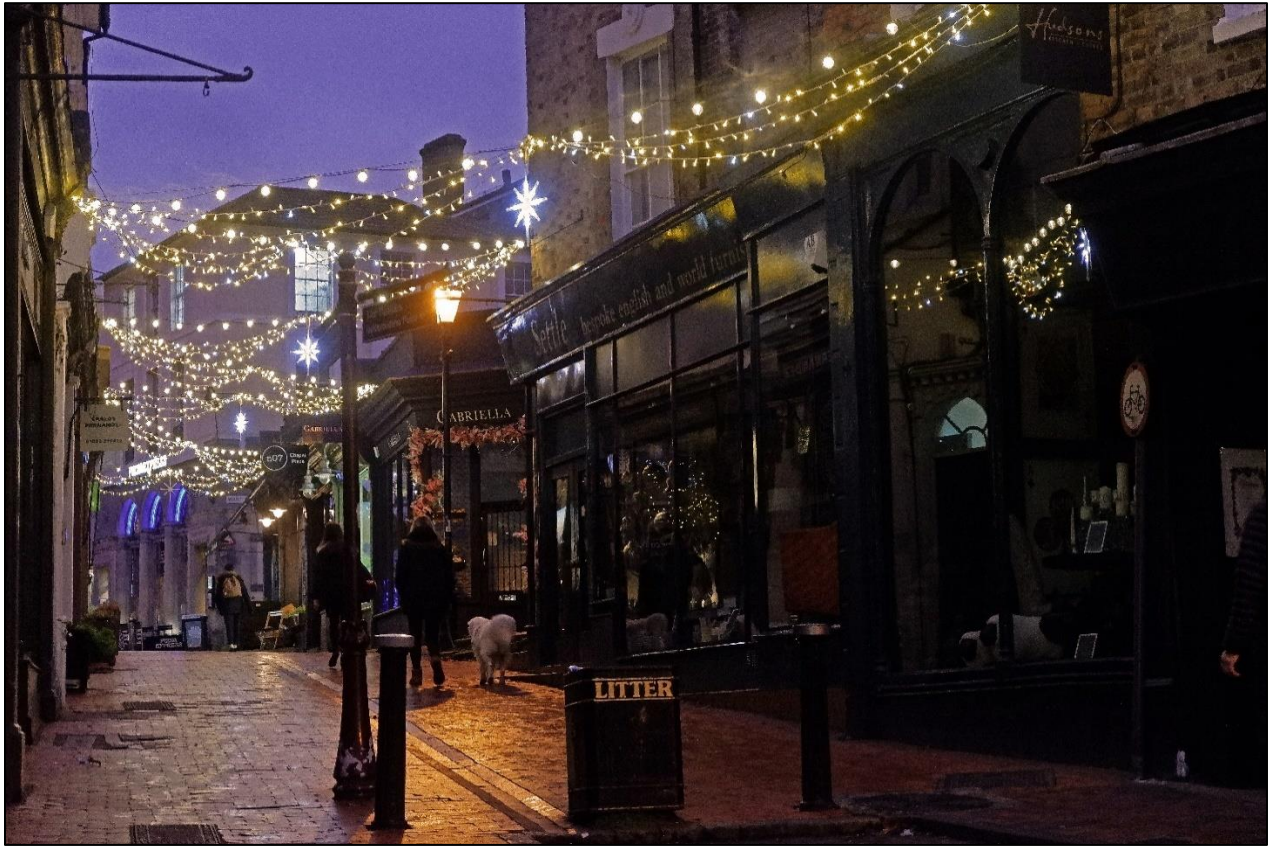




ROYAL TUNBRIDGE WELLS TOGETHER BUSINESS IMPROVEMENT DISTRICT



BID Director / CEO Job Pack



Royal Tunbridge Wells - RTW

RTW has a rich and fascinating history, one of only a few spa towns in the UK, beautiful, picturesque parks, home to a diverse mix of high-quality branded retailers, specialist independent shops, hotels, bars & cafes and businesses across a range of sectors. However, despite our strengths and unique selling points RTW has not been immune to the economic challenges facing many town centres (particularly since Covid). Our businesses have suffered, and our retailers particularly have struggled with the changing face of consumer behaviour and impact of online shopping.

RTW Together - RTWT

We believe that a Business Improvement District (BID) can give businesses the power to make significant, targeted and sustained improvements to our town.

RTWT BID was launched on 1 April 2019 and has made great progress since then, particularly during the difficult Covid19 restrictions where we were able to support businesses navigate this challenging environment.

The 672 RTWT BID levy payers are from a range of sectors including national and independent retailers, professional services (financial, insurance and legal), creative, media, cultural organisations, tourism and hospitality. The town has a well-deserved reputation as a destination town with a rich heritage offer and beautiful countryside nearby.

Whilst the future remains uncertain with plenty of challenges on the horizon, at RTWT we are excited to face them and use our resources to make tangible differences to supporting RTW and local businesses develop and thrive.

Who we are looking for

We are now seeking a dynamic and motivated BID Director, with experience in stakeholder, project, finance and people management, to build on the positive work with businesses in the town, helping in the recovery and to continuing to deliver and passionately articulate BID initiatives.

In addition to overseeing and delivering existing initiatives you will work with the board and listen to levy-payers to review what works and continue to develop and refine new strategies to maximise the £500k annual budget and the potential impact we can have for local businesses.

We are aware that highly capable prospective candidates sometimes rule themselves out of applying for roles because they're worried, they don't quite fit all the requirements, or because they've gained their experience in an unconventional setting (e.g. through voluntary work or in a different sector). So, if you're not sure if you're quite right for the job, please do get in touch with biddirector@rtwtogether.com to chat a bit more about the role.



Job Description

Job Title: CEO / BID Director
Responsible to: Chair of Board of Directors

Responsible for: All Staff

Purpose of Role:

To lead the Business Improvement District of Royal Tunbridge Wells, setting and implementing a vision and strategy that delivers demonstrable value to the circa 650 levy paying businesses.

Key Responsibilities

1. **Strategy** – Develop, implement and oversee the strategic direction of RTWT BID, working with and being accountable to the Board of Directors in achieving the company aims and objectives.
2. **Leadership** – Provide effective leadership that positively motivates and gives clear direction and support to staff and partners.
3. **Finance** – Ensure effective financial management of all BID activities, including setting budgets, securing additional income generation, controlling costs, monitoring performance and taking proactive actions where necessary.
4. **Delivery** – Ensure effective delivery of all projects as set out in BID Business/Action Plans and as agreed by the BID Board including overseeing all supplier contracts and partnership working arrangements e.g. with Tunbridge Wells Borough Council.
5. **Engagement** – Lead BID member engagement including sending out regular updates, running meetings, facilitating B2B networking, actively responding to levy payers and sourcing feedback to direct future priorities.
6. **Marketing** – Collaborate with external support to develop and deliver an effective marketing and communications strategy.
7. **Championing** – Advocate and positively represent the BID to stakeholders and lobby and champion business priorities and interests to external parties e.g. local government.
8. **Reporting** – Produce regular reports measured against priorities and relevant KPI's for the Board and levy payers including production and submission of all appropriate company reports, accounts and returns.
9. **Partnerships** – Form and maintain strong and productive partnerships with other external groups and organisations to create and maintain opportunities to support BID priorities e.g. Safe Town Partnership.
10. **Administration** – Ensure all required policies and procedures are developed and maintained including, but not limited to finance, legal, HR, procurement, H&S and equality & diversity.

Key Measures of Success

- The priorities, listed within the BID's business plan are successfully implemented with positive board feedback and key performance indicators achieved or exceeded.
- There is a high level of positive feedback and engagement from levy payers and stakeholders.
- BID Projects are delivered effectively, efficiently and sustainably.
- The BID's financial plans are achieved with additional income generated and expenditures remaining within agreed budgets.
- Footfall into RTW and trade for BID businesses is increased as per objectives.
- BID interests are suitably recognised by relevant third parties and included within their priorities promoting them and delivering them where appropriate.
- The Board of Directors is kept appropriately updated, informed and supported to perform their roles.
- Staff feel valued, empowered, and have clear direction to perform their roles successfully and achieve their objectives.
- All required external reporting is carried out accurately and timely.
- There are effective and appropriate policies and procedures in place for BID governance, administration and operations.
- Effective partnerships are built up and maintained with associated initiatives that support BID interests taking place.



Person Specification

Essential

- The ambition, passion and skill (with at least 3 years of strategic leadership and management experience) to lead and deliver RTW Together's strategy.
- A proven track record of successful project management and delivery including experience of overseeing contractors and suppliers and commissioning consultants.
- A proven track record of leading and managing staff and the ability to inspire and motivate.
- A high level of budget management and numeracy skills including the preparation, analysis and interpretation of financial data and reports.
- Excellent communication, influencing, negotiating and networking skills including an inspirational ability to articulate the BIDs to a wide range of stakeholders including levy payers, the board, staff, funders, press and the public.
- A natural collaborator with the ability to work productively with stakeholders, develop partnerships, effectively take feedback and alternative POV's and then build consensus.
- Strong organisational skills and ability to prioritise and delegate effectively with the ability to work flexibly to respond to the needs of multiple complex projects.
- The resilience and tenacity required to drive change.
- A visionary individual with a genuine passion to achieve the BIDs aims.



Person Specification

Desirable

- Significant and successful experience of working with businesses within a town centre environment ideally within a BID, Town Centre Partnership, Retail centre or similar.
- Experience of developing marketing strategies, preferably involving destination marketing.
- A demonstrable record of successful event management.
- Strong commercial awareness and the ability to generate income from activities.
- Experience of writing and gaining grant funding bids.
- Experience of working with and to a board of directors or similar.
- Experience of building successful partnerships with external organisations.
- An excellent awareness of the current issues facing town centres.
- Experience of company administration and operations including HR and H&S.
- The ability to solve problems creatively.
- Competence in the use of a range of business IT applications and social media.
- Lives in or near to Tunbridge Wells.



Role Details and Remuneration

- Salary:** £50,000
- Working hours:** 40 hours
Attendance at evening and weekend events and meetings will at times be required.
Flexible hours are possible subject to organisational requirements.
- Place of work:** Primarily BID Office (currently Tunbridge Wells High Street) and associated meetings/events around Tunbridge Wells.
Some limited home working possible.
- Contract:** Permanent. Unfortunately, we have not identified this role as available for job share.
- Holidays:** 24 days paid holiday (in addition to bank holidays).
- Pensions:** RTW Together provides a 5% matched pension scheme after qualifying period if employee signs up to scheme.
- Staff Benefits:** Employee Assistance program offering independent, confidential support to employees and immediate family on health, personal, workplace, legal and money issues.
- Probation:** The probation period will be six months' notice. Notice period will be three months for both parties after this point.





How to Apply

- Application process:** Applicants should fill in application form (available to download from website, about us page) and submit to hr@rtwtogether.com
- Deadline for applications:** Closing date: 12pm, March 6th March
- Equal Opportunities:** We'd also appreciate it if you could complete [an equality and diversity monitoring form](#) (link listed on website, about us page). This will be stored separately to your application and is purely to help RTW Together assess and improve our recruitment processes.
- Interviews:** A shortlist will be invited to a competency-based interview where they will be expected to give a presentation. Two or three successful candidates will then be invited to a final interview.
- Interview dates are provisionally scheduled for 16th and 17th March for 1st round and 27th for second round.
- Questions:** Initial questions may be directed to Alex Green, biddirector@rtwtogether.com
- Role commencement:** From April 1st subject to availability

If you need this information in another format or have any access requirements for application or interview, please contact hr@rtwtogether.com

Further Details

Data Protection

Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Information provided on the Equal Opportunities Monitoring Form is separated from your application, held confidentially and only used to monitor and analyse RTW Together's policies. It is not used during the short-listing process. Your application will be kept on file for a maximum of 12 months and then destroyed.

Equal opportunities

RTW Together values and promotes diversity and is committed to equality and opportunity for all. All employees are required to comply with and actively promote our Equality policy, and no job applicant or employee will receive less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, gender, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion. If any candidates have any concerns about the specifics of the recruitment process, they should make contact to discuss any potential adjustments.

Right to work

You must have the right to work in the UK. Unfortunately, we're not able to support work visa applications.

