



## ***Chief Executive Officer (CEO)***

### **Role Description**

#### **Background**

Our Bury St Edmunds is one of the longest established BIDs (Business Improvement District) in the UK, having been in place for the last 12 years.

Since its formation in April 2010, our BID has grown to become a well-established and respected Town Centre stakeholder by improving trading conditions and delivering considerable benefits for the BID Businesses.

Through delivery of our Business Plan (see link below) covering 4 key objectives; Enhancing Visitor Experience, Marketing the Town and Businesses, Improving the Trading Environment, and Making our Town Greener, we help to make Bury St Edmunds a great place to work, shop and visit.

Bury St Edmunds is currently one of the top retail and tourism centres in East Anglia and the town centre continues to be home to a vast array of top-quality independent businesses, together with many national brands and an increasingly vibrant food and drink offer.

Income from the 400+ businesses in the BID area generates more than £400k pa but where additional income from other sources can be accessed then this provides greater value for businesses and enables flexibility and opportunity regarding the variety of projects and initiatives and how they can be delivered.

We are now looking for our next CEO, to replace the current post holder who has been in position for 11 years, and are seeking a true advocate of the town, to inspire and lead a small, dedicated team, and with enthusiasm for town centres and in networking, engaging and collaborating. This is a high profile role which demands the prioritisation of relationships with BID businesses whilst also engaging with key stakeholders and the wider community.

We are offering this role as a full-time position from our offices in the centre of Bury St Edmunds, with a salary of circa £45,000pa (depending on experience), pension options and generous holiday entitlement.

## Key Responsibilities

- Leading the organisation both internally and externally.
- Dedicated delivery of our 4 key action areas in the current 5-year business plan.
- Being the spokesperson and promoting the Company with stakeholders, businesses, members, and media.
- Leading in financial matters, reporting to the Board, including all elements relating to setting and managing budgets, cashflow and reporting.
- Ensuring that all activities of the BID deliver value for money for BID businesses.
- Regularly communicating and becoming the recognised point of contact with a variety of organisations and individuals including Directors, businesses, stakeholders and also those outside of the BID area to deliver the best outcomes for the BID.
- Organising and participating in Board meetings, including the advanced preparation of papers, as and when required for reporting and business case options regarding activities, initiatives, budgets etc.
- Leading and managing staff employed by the BID and the DMO, currently 3 people, to ensure effective and efficient delivery of the Company's objectives.
- Ensuring management of the office and third-party contractors in line with the Company's management systems and protocols.
- Leading on project and event management.
- Ensure organisational adherence to all relevant legislation.
- Seeking opportunities to collaborate with others on projects and to generate non-core income.
- Identifying new opportunities that would benefit the BID and BID businesses.

## Person Specification

- A knowledge and passion for town centres is essential.
- Superior relationship building skills.
- Evidence of commercial acumen with experience at a senior level of leading and managing a business or equivalent in the public/third sectors.
- Proven digital, media, and public speaking skills.
- Strong staff leadership, management and motivational skills.
- Experience and skills in negotiation and problem-solving.
- Experience of effective budget creation & management.
- Experience of effective project and large event management with delivery to time and budget.
- Experience of medium to long term business planning.
- Proven partnership working with organisations & individuals in the public, private and third sectors to achieve common goals.
- Knowledge & awareness of the key issues affecting Bury St Edmunds Town Centre would be preferred.

- Strong computer literacy.
- Ability to always work with professionalism and integrity.
- Flexibility to work some evenings and weekends as the business requires.

**Business Plan:**

[www.ourburystedmunds.com/files/ourbse /BID3 Proposal web.pdf](http://www.ourburystedmunds.com/files/ourbse/BID3_Proposal_web.pdf)

**Website:** [www.ourburystedmunds.com](http://www.ourburystedmunds.com)

**Employer:** The Company is registered as BSE BIDCO Ltd, Company number 09480444 DMO is registered as BSE DMO Ltd, Company number 10610050

## How to Apply

**Applications to:**

[recruitment@locusms.com](mailto:recruitment@locusms.com)

**Closing date:**

30<sup>th</sup> September 2022

**Documents required:**

Curriculum Vitae together with covering letter setting out what you would bring to the role.