



Job Description and Person Specification

Go! Southampton Business Improvement District Chief Executive

Responsible to: Go! Southampton BID Board of Directors

Reporting to: Chair of the BID Board

Responsible for: Go! Southampton staff team, consultants and contractors

Position: Fixed term until 31 March 2022 (Probationary period of three months)

Hours of work: 40 hours per week. Regular evening and weekend working is required.

Location: Southampton City Centre, Hampshire

No city can prosper without a thriving centre – a place where businesses can flourish, residents can find products and services they need, and cultural opportunities are many and varied. In the past, Southampton's City Centre has not fulfilled its potential. Now there is a once in a generation opportunity to put this right and to create a centre of which we can be proud. Investment is coming in the form of new developments that can dramatically change the way our city is perceived and used. If this is to happen, the voice of city business must be stronger and more coordinated than has been the case before. We must hear both what existing businesses need, and what will attract new commercial activity to Southampton.

That is why businesses in Southampton City Centre are creating a Business Improvement District – an organisation owned, led and funded by local business with the long-term goal of creating a world-class City Centre. With an emphatic yes vote from businesses in November, an exciting opportunity has arisen for a leader of the highest calibre to be at the head of this ambitious organisation.

Go! Southampton starts work on 1st April 2017 following an overwhelming vote in favour in November 2016. The BID brings together a wide cross section of businesses from high street retailers and independent shops to world-class cultural facilities, offices of major corporates, and the maritime industry. Go! Southampton will have an initial term of 5 years to 31st March 2022. It will then have an opportunity to extend this for a further five years through a successful renewal ballot.

The new BID has promised to start by focusing on three main areas:

- a Better City Centre Experience; we will:
 - make sure that our city centre is cleaner and that our pavements and streets are improved,

- with the Police and City Council, work to achieve a measurable reduction in crime and anti-social behaviour, including begging, shoplifting and pedlars,
 - enhance the current programme of City Centre events into a better marketed annual programme,
 - champion improvements to traffic management & parking, as well as to public transport and transport infrastructure.
- Better Marketing and Stronger Businesses; we will:
 - raise Southampton's profile as a place for business and leisure, both nationally and internationally,
 - ensure that every visitor to Southampton has access to high-quality, real time, and relevant information on where to go and what to do,
 - drive new business by encouraging local employees and residents to explore and use city centre businesses, actively promoting the evening and night-time economy,
 - act as a hub for the collection and sharing of key metrics on City Centre activity to help support business growth.
 - a Stronger Business Community; we will:
 - develop projects to secure savings for businesses and to increase business-to-business activity,
 - be the advocates for businesses in the city centre, both in addressing day-to-day issues and in influencing new developments,
 - work with the education and skills providers to help deliver a more skilled and committed workforce,
 - actively support new investment in the City and ensure that our status as a commercial centre of regional, national and international importance is recognised and promoted.

Go! Southampton is now seeking an exceptional candidate with wide-ranging experience to secure early successes for the BID and also to develop its long-term strategic vision. Central to their work programme will be building strong partnerships with other organisations such as the Council, the Cruise Forum and Culture Southampton.

For further information about Go! Southampton, the BID area and its programme see www.gosouthampton.co.uk

Job purpose and key responsibilities

BID Governance, Leadership & Company Administration

- To lead on setting strategy for Go! Southampton, working with and being accountable to the BID's Board of Directors
- To encourage and support member engagement in the BID's governance (including the Board, theme groups, scrutiny panels and task groups) and ensure effective and transparent governance and administration
- To oversee the preparation of all necessary policies and procedures for Board approval and ensure effective delivery of all related processes including finance, legal, employment, procurement, health & safety and equal opportunities, contract and project management

Business Planning and Finance

- To lead and manage the development and delivery of the Go! Southampton business plan including the design and implementation of an appropriate level of performance measurement and metrics that are linked to published Objectives
- To oversee – with the staff team, and in consultation with the Board – the development and implementation of projects that deliver on Go! Southampton's objectives.
- To meet or exceed Go! Southampton's external funding target, thereby supporting and adding the BID's projects and services by enabling higher levels of financial leverage.

Partnerships

- To act as a strong ambassador for the BID in interactions with strategic partners
- To ensure the BID team develops strong relationships with senior representatives of BID members
- To create a strong collective voice for Go! Southampton members and develop effective relationships with external partners including Southampton City Council, Hampshire Constabulary, Solent LEP, public transport companies and other forums such as the Cruise Forum, Culture Southampton, Chamber of Commerce, Business South etc.
- To establish positive working links with other major City organisations that are likely to have mutual interests with Go! Southampton, including the two Universities, Southampton Airport, the Port of Southampton (ABP) and Southampton Football Club

Project Delivery and Contract Management

- To ensure the effective delivery of all BID projects as set out in the BID proposal and the BID Business Plan
- To monitor contracts with Southampton City Council including BID levy collection and the provision of baseline services
- To oversee contracts and agreements with suppliers for services provided to the BID.

Communications

- To oversee the development and delivery of an effective marketing and communications strategy that furthers Go! Southampton's aims and objectives and engages BID members, their employees, clients and visitors, as well as external agencies, other stakeholders and opinion formers.

HR management

- To build, lead and manage a staff team to deliver Go! Southampton's aims and objectives, ensuring that anyone employed by Go! Southampton acts at all times as an ambassador for the BID and the BID area

To undertake any other task commensurate with this role.

Go! Southampton Business Improvement District Chief Executive Officer

Person specification

Experience and knowledge

Essential

1. Proven success in leading and managing a sizeable organisation, business or partnership for a period of more than 3 years
2. Track record of working with a board of directors – possibly voluntary/non-executive – to develop and deliver a strategic vision
3. Experience of overseeing the successful delivery of an operational programme in a timely and cost-effective way, and measuring its impact / outcomes
4. Knowledge and understanding of the issues facing businesses and other stakeholders in UK town and city centres
5. Experience of bringing together partners and of working in a multi-stakeholder environment
6. Experience in developing organisational budgets and forecasts, managing day-to-day financial management (including cashflow), and reporting to a Board or similar body
7. Understanding of the Business Improvement District mechanism.

Desirable

8. Experience in running effective and transparent procurement exercises, and supervising contracts
9. Experience of developing and delivering place marketing strategies
10. Experience of delivering significant-sized events
11. Experience of working with media outlets and other 'influencers' to promote a product, service or place
12. Experience of fundraising
13. Knowledge of Southampton and the Solent region
14. Previous contact with a Business Improvement District or similar

Skills and abilities

1. Able to lead an organisation, its directors and staff, inspiring them to achieve genuine change for the better

2. Excellent leadership, communication, influencing, negotiating and networking skills, including the ability to build consensus, manage stakeholders and develop partnerships.
3. Strong skills in administration and financial management
4. Able to identify and pursue opportunities for attracting external funding to BID projects
5. IT literate and able to understand the opportunity for making the BID a technologically and digitally innovative organisation.
6. Resilient and able to find a way through situations of conflict and apparent impasse
7. Flexible and imaginative in delivering services.

Applications

To apply for this post, please send your CV and a cover letter of no more than 500 words to: Alex.rowbottom@foundationrecruitment.com

Or call Alex for a confidential conversation on 0161 694 9721

The deadline for application is 6th January 2016

1st stage interviews will be held on 26th January

2nd stage interview will be held 3rd February

Any queries about this post should be directed to: Alex Rowbottom at Foundation Recruitment