



Kirkwall BID Manager

Job Description, August 2020

What is the opportunity?

Kirkwall BID Ltd seeks an energetic, experienced manager with a passion for developing our town centre. It's a uniquely rewarding opportunity at a uniquely challenging time for Kirkwall and its economy. The right person can really make a difference.

What is Kirkwall BID?

Kirkwall Business Improvement District Ltd is a membership organisation representing and supporting over 250 businesses of all sizes and sectors in central Kirkwall. It is part of a nationwide network of BIDS but is free to devise and deliver whatever plans can best promote the interests of its members. It is entirely independent of Orkney Islands Council, but has a Baseline Agreement defining which areas are OIC responsibilities and which BID can be involved in. BID has a Board of Directors elected from its membership, who operate according to a set of Articles of Association.

What are the key points of the BID Manager role?

1. **Job Function.** To provide day-to-day management and leadership of BID, working in association with members, public bodies, and service providers. The Manager ensures that the BID Business Plan is delivered in a timely, transparent, and cost-effective manner.
2. **Salary.** £18,200 to £20,800 p/a, dependent on experience.
3. **Hours.** An average of 25 per week. Flexible working to include days/evenings/weekends as required.
4. **Location.** BID has a small office/store, but due to the flexible demands of the work, it is mostly carried out from home. A home-working allowance, laptop and mobile phone are provided.
5. **Annual Leave.** 5.6 weeks, to be taken at times agreed with the board.
6. **Term of Contract.** Until March 2023 (at which point there will be a re-ballot of members to decide whether Kirkwall BID will continue for another five-year period.)
7. **Reports to:** Kirkwall BID Board, chiefly via the Chairperson.
8. **Manages:** BID Marketing and Admin Assistant (a part-time post, of approx. nine hours per week.)

What are the main duties and responsibilities?

1. Work closely with the Board of Directors to ensure delivery of annual and five-year business plans.
2. Work closely with the Events Committee to organise and oversee BID's popular series of annual events.



3. All administration including preparing for and minuting meetings, correspondence, applying for necessary licences, providing information for Companies House and accountants, maintaining membership database.
4. Work closely with the Treasurer and other board members to set annual budgets, and thereafter to ensure BID works within that budget.
5. Day-to-day operation of the Kirkwall Gift Card scheme, as well as ongoing marketing of the scheme.
6. Communicate with members and the public, chiefly through BID's website, e-newsletters and Facebook. Be first point of contact for BID members who have suggestions, requests, or problems.
7. Work closely with OIC, BID Scotland, Visit Scotland and other sectoral groups and public bodies.
8. Manage workload and activities of the Marketing and Admin Assistant. Work closely with consultants, designers, and other suppliers/freelancers.
9. Comply with all relevant legislation, including planning, licensing, and health and safety.
10. Carry out any other reasonable activities as requested by the board.

What experience and qualities are we looking for?

1. Experience of a range of business roles and environments.
2. Experience of project and financial management.
3. Excellent communication skills, written and spoken. Ability to communicate clearly and confidently with members, press, public bodies, and others.
4. Marketing skills, including commissioning print adverts or posters, and especially use of social media such as Facebook, and e-marketing tools such as Canva, Mailchimp, Survey Monkey and Hootsuite.
5. IT skills, with good Word and Excel knowledge being essential.
6. Ability to work independently much of the time, given the voluntary nature of the Board of Directors, while following guidelines laid out in annual plan, budgets, and board meetings.
7. Willingness to be flexible in working hours including evenings and weekends, to suit needs of members, Directors, and events.
8. An ability to combine imagination, creativity, and fun with highly professional performance under tight deadlines.
9. A passion for Kirkwall and its town centre. A drive to help its businesses survive and succeed. A belief in the community BID represents, and a willingness to go the extra mile to support it.