



Job Description

Business Liaison Officer

Job Title:	Business Liaison Officer
Reporting to:	Chief Operating Officer
Salary:	£25K pro rata, working 22.5 hours per week
Location:	Bournemouth town centre

a) Job function

The Bournemouth Town Centre Business Improvement District (BID) is a not for profit organisation, funded and directed by town centre businesses. The postholder will work to improve communication channels between the BID and the businesses in the BID area, raising awareness of BID activity, assisting businesses to gain the maximum benefit from the BID, and securing support for the BID. They will also support the Chief Operating Officer in ensuring that the BID Business Plan is delivered in a professional, transparent and cost-effective manner.

b) Position overview

1. Provide support to the Chief Operating Officer in delivering agreed projects across Bournemouth town centre, aimed at stimulating trade and raising footfall.
2. Engage directly with BID levy payers and build positive relationships between them and the Town Centre BID
3. Ensure that levy payers receive sufficient, timely information about the Town Centre BID's activities
4. Assist BID levy payers to gain the maximum benefit from the Town Centre BID's activities
5. Secure sufficient support to achieve a third BID term in 2022

c) Key tasks and responsibilities

- Act as a primary point of contact between the BID and the individual BID levy payers
- Meet face to face with BID levy payers on a regular basis
- Work with the Chief Operating Officer and Operations Executive to ensure all levy payers receive regular communication
- Identify potential BID Ambassadors
- Maintain the Town Centre BID database with relevant details of all businesses within the BID area
- Consult and communicate with key stakeholders, including partner agencies and organisations
- Attend local surgeries, traders and business meetings related to Town Centre BID activity
- Promote cost saving initiatives negotiated by the BID
- Promote use of the BID's website and social media channels



- Work within budgets set by the Town Centre BID Board
- Comply with appropriate legislation (e.g. employment, data protection, health and safety).
- Carry out any other reasonable activities as required by the BID Board and / or Chief Operating Officer

d) Person Specification

Qualifications	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Educated to Level 3 or an equivalent professional or vocational qualification (for example A Levels, advanced apprenticeship or NVQ) <p><i>Desirable</i></p> <ul style="list-style-type: none"> • Educated to degree level, or an equivalent professional or vocational qualification • Qualification in media, marketing or tourism
Experience	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Experience of account management • Proven experience in building and maintaining strong working relationships with a diverse set of partners • Experience in business, either retail, food and drink, leisure or the office sector • High level of proficiency in MS Office • Experience of using and maintaining databases and / or Management Information Systems <p><i>Desirable</i></p> <ul style="list-style-type: none"> • Experience in marketing or event management • Experience of dealing with the media and press
Personal attributes	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Ability to build relationships across the commercial, public and third sector • Ability to understand the principles relating to BIDs and convey this information clearly to a wide range of audiences • Excellent communication skills (written and oral), with the ability to communicate at all levels • Ability to identify and influence key decision makers • Ability to demonstrate good knowledge of Bournemouth town centre • Able to work on own initiative, or as part of a team • Enthusiastic and adaptable • Self-motivated with a can-do attitude. • Tactful and diplomatic • Ability to think strategically • Ability to negotiate • Committed to providing an exceptional customer service culture • Organised, with excellent attention to detail • Ability to prioritise and remain focused; to organise workloads with no daily supervision.



	<ul style="list-style-type: none">• Ability to work under pressure and to tight deadlines• Ability to quickly establish good working relationships at all levels.
Other	<i>Essential</i> <ul style="list-style-type: none">• Willingness to work outside normal office hours to attend meetings and support activities as necessary• Current clean driving license with own car

Annual salary: £25, 000 pro rata

Annual holiday entitlement: 25 days pro rata, plus statutory bank holidays

Working week: 22.5 hours. No paid overtime. TOIL re weekend working

Pension: The company operates a contributory pension scheme

Term of Contract: Contract terminates end of BID Term in 2022, with offer to extend depending on successful BID renewal ballot 2022 - 2027