



Job Title: Business Improvement District (BID) Development Project Manager – 6-9 Month Contract

Location: Watford Town Centre

Contract Duration: Fixed Term Contract 6-9 months (Proposed start date 1st May 2025)

Hours: 18 hours per week

Salary: £32k (pro rata)

Overview:

Watford Town Centre BID is an established Business Improvement District in the UK. We're a non-profit organisation funded by almost 500 businesses and organisations in Watford Town Centre. The team put on events, share news & offers and provide essential services for to support our levy paying businesses to thrive.

We are seeking an experienced and dynamic **Business Improvement District (BID) Project Manager** to oversee the development and third term ballot process for an existing BID and the creation of a new BID in Watford. This 6-9 month contract offers an exciting opportunity to play a pivotal role in shaping the future of BIDs in the UK. The successful candidate will possess exceptional relationship-building skills, particularly with senior corporate executives, and a strong understanding of BID governance, strategic planning, and stakeholder engagement.

Key Responsibilities:

1. Creation of a New BID:

- Work closely with the board of the current BID and local authorities to create a new BID that meets the evolving needs of the local business community in the proposed BID area.
- Conduct detailed research and analysis of local business needs, market conditions, and economic trends to inform the BID's scope and objectives.
- Develop a detailed business proposal and strategy for the new BID area, focusing on value creation for large corporate businesses.

2. Stakeholder Engagement and Relationship Management:

- Build and maintain strong relationships with a range of stakeholders, including current levy payers, senior corporate representatives, local authorities, and other key community partners.
- Act as the primary point of contact for large corporate organisations, ensuring their buy-in, support, and engagement throughout the project.

- Organise and lead meetings, workshops, and presentations to ensure clear and effective communication across all involved parties.

3. Project Management and Reporting:

- Oversee the project timeline, ensuring that all milestones and deadlines are met.
- Prepare and deliver regular progress reports to stakeholders, highlighting key achievements, challenges, and any adjustments to the plan.
- Ensure all relevant data and information is captured and documented for future reference and compliance.

4. Financial and Budget Management:

- Develop and manage the project budget, ensuring efficient use of resources and keeping within allocated funding.
- Work closely with the BID Manager to monitor expenditure and report on financial operation.

5. Campaign and Marketing Strategy:

- Collaborate with the Marketing Manager to create materials and campaigns that promote the BID and engage local businesses and stakeholders.
- Support in the design and implement communication strategies to raise awareness of the BID and its objectives.

6. Watford Town Centre BID Ballot Support:

- Support the process of taking the current BID to ballot, ensuring all regulatory requirements are met.
- Engage with stakeholders and encourage their support for the ballot process.

Key Skills & Qualifications:

- Proven experience in managing complex BID projects, ideally having worked on both BID development and ballot processes.
- Strong ability to liaise and build relationships with senior stakeholders, including executives from large corporate organisations.
- Excellent communication skills, both written and verbal, with the ability to present complex information clearly and persuasively.
- Strong project management skills, with the ability to manage competing priorities and tight deadlines.
- In-depth knowledge of UK BID legislation, governance, and best practices.
- Strategic thinking with the ability to align project goals with the wider business and community objectives.

- Experience working with local authorities, business owners, and key stakeholders in a BID environment.
- Financial acumen, including experience with budgeting and resource allocation.
- Proficient in Microsoft Office.
- Ability to work both independently and as part of a team, with a proactive approach to problem-solving.

Desirable:

- Previous experience working within a Business Improvement District (BID) or similar regeneration and urban development project.
- Knowledge of local economic conditions, key industries, and business trends within the region.

How to Apply:

Please submit your CV and a cover letter to the BID Manager, outlining your experience, why you're the ideal candidate for this role, and your availability for the contract period.

Kara Mesiano
BID Manager, Executive Director & Company Secretary
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Closing Date: Friday 4th April 2025