



Job Description

Role: BID Manager – full time, 35 hrs

Reporting to: Chairman of the Board

Salary: £30,000 pa

Role Summary

To support the businesses of St Andrews Business Improvement District (BID) and achieve the delivery of the objectives as stated in the business plan. This will be done by liaising with and developing strong relationships with businesses, agencies, the police and the local councils, interpreting ideas into practical deliverable actions, coordinating activity, project management and communication across all levels of stakeholders. This will be a broad ranging role requiring a proactive individual with strong commercial acumen. The ideal candidate will bring experience of working within a multiple stakeholder environment, encompassing retail, property and central and local government.

Essential Functions

- Work closely with the BID Chair and Board and represent the BID in a professional and exemplary manner at all times
- Develop strong working relationships with businesses, partner organisations, agencies, public and voluntary sectors, resident groups and stakeholders across the area with whom the BID relies for the successful delivery of its business plan
- Work closely with partner organisations BID fund, in particularly Clean and Green
- To engage with businesses and identify what specifically they want BID to focus on
- Communicate effectively with businesses, agencies and local authorities to gain support and commitment to the delivery of the BID business plan
- Coordinate campaigns with local partners to support local concerns
- Manage the groups social media presence and develop content for the various platforms
- To lead on setting the strategy for St Andrews BID for its third term and lead the BID through renewal for a third term 2026-2031
- Manage events and campaigns based on the requirements of the businesses.
- Identify opportunities for training for businesses, such as finance, safety legislation and HR support
- To ensure the effective management of the BID Company including day-to-day admin tasks, office management, employment, contracts, health & safety, HR and project management

- To ensure the effective management of the BID Company finances specifically liaising with the company accountant, managing the BID bookkeeping company and reporting monthly management accounts to the Board
- Manage the BID Admin role, finance and any social media interns
- Working with the BID team, produce yearly timetable scheduling events in the BID Business Plan
- Working with the BID team, produce detailed proposals for each event (timelines, venues, suppliers, legal obligations, staffing and budgets)
- Manage press coverage for events
- Develop and monitor the Key Performance Indicators (KPI's) relevant to the Business Plan initiatives
- Continue to seek further funding through private sector involvement and contributions
- Design and develop the BID opt-in strategy in 2026.

Person Specification

Essential knowledge, skills and abilities

- Relevant experience of engaging with businesses/ organisations
- Ability to manage multiple projects independently
- Previous multi-functional, operational experience
- A result orientated, high achiever with demonstrable success in the private sector
- An awareness, understanding, knowledge and experience of the key issues and dynamics affecting the tourism, retail, leisure, public and other sectors that have an interest in the BID area
- Experience of dealing with the media and press
- Proven experience in building and maintaining strong working relationships with a diverse set of partners
- Ability to effectively present a business case to key stakeholders
- Ability to use the variety of Microsoft Office based applications
- Experience of financial management
- Experience of budget management
- Experience of running campaigns
- Ability to work under pressure and to tight deadlines

Desirable knowledge, skills and abilities

- Qualification in town centre management, marketing or tourism
- Experience in marketing, event management or brand management, and have dealt with creative, design & marketing agencies
- Educated to degree level, or an equivalent professional or vocational qualification. Relevant experience will be considered.
- Having a working knowledge of company and financial legislation in relation to companies limited by guarantee
- Working knowledge of local government processes



- Knowledge & passion for St Andrews

To apply, please send a C.V and covering letter to [BIDStAndrews2024@gmail.com](mailto: BIDStAndrews2024@gmail.com)