

**Job Title:** Business Improvement District (BID) Manager - Your Horsham

**Reporting to:** Chair and Board of Directors, Horsham Business Improvement District Limited (Your Horsham)

**Responsible for:** BID staff team (including Ambassadors), BID assistant, consultants, contractors, agencies and suppliers

**Contract:** Fixed-term (aligned to BID term), subject to probation

**Salary & Benefits:** Competitive: dependent on experience, with eligibility for contributory pension scheme

**Hours:** 37.5 hours per week, with regular flexibility required to include evenings, weekends and occasional bank holidays

**Annual Leave:** 20 days per annum plus statutory bank holidays

**Start date:** ASAP

---

## **Purpose of the Role**

The BID Manager is the strategic and operational lead for **Your Horsham**, responsible for the effective leadership, delivery and evolution of Horsham's Business Improvement District. The role combines place leadership, business engagement, partnership working, financial stewardship, governance, marketing, events, advocacy and intelligence gathering to ensure Horsham Town Centre is vibrant, competitive, safe and economically resilient.

The BID Manager acts as the principal representative and advocate for the town centre business community, translating levy payer priorities into high-quality programmes, services and partnerships that deliver measurable impact, strong value for money and long-term sustainability. The role is driven by the Business Plan objectives.

---

## **Key Responsibilities**

### **1. Strategic Leadership & Governance**

- Act as the accountable person for the BID, reporting to and advising the Board of Directors.
- Lead the delivery, monitoring and periodic refresh of the BID Business Plan, ensuring alignment with levy payer priorities and emerging town centre challenges and opportunities.

- Prepare high-quality Board papers, briefings, performance reports, risk registers and recommendations to support informed decision-making.
- Ensure the BID Company operates in full compliance with its Articles of Association, Companies Act requirements and best practice BID governance.
- Support Board development, director recruitment, inductions and succession planning.

## 2. Business Engagement & Advocacy

- Serve as the primary point of contact and trusted advocate for over 300 levy-paying businesses across retail, hospitality, professional services and the visitor economy.
- Maintain strong, visible relationships with businesses through meetings, forums, surveys and one-to-one engagement.
- Represent the interests of Horsham town centre businesses in discussions with key stakeholders including Horsham District Council, West Sussex County Council, MPs, developers, police and regional partners.
- Lead consultation and intelligence gathering to evidence business needs, challenges and opportunities, feeding into policy responses and project development.

## 3. Place Management, Partnerships & Policy Influence

- Contribute to local planning, regeneration, transport and public realm discussions, ensuring a strong town-centre-first voice.
- Monitor and respond to policy consultations, development proposals and external initiatives that may impact Horsham town centre.
- Position Horsham within wider visitor economy, destination marketing and regional growth agendas.

## 4. Programme & Project Delivery

- Lead the end-to-end delivery of a diverse portfolio of BID projects in line with the business plan, including events, marketing campaigns, business support initiatives and safety programmes.
- Oversee major town-wide events, managing logistics, risk management, stakeholder coordination and evaluation.
- Ensure all projects are delivered on time, within budget and to a high standard, with clear KPIs and post-project evaluation.
- Identify opportunities for innovation and continuous improvement across all BID services.

## 5. Marketing, Brand & Communications

- Act as brand guardian for **Your Horsham**, ensuring consistent, high-quality use of brand, messaging and visual identity across all channels.
- Engage with the appropriate specialists to implement suitable on brand marketing, PR and communications activity including newsletters, website content, social media, press liaison and stakeholder communications.
- Oversee the development and continuous improvement of the Your Horsham website, digital platforms and town-centre promotional assets.
- Promote Horsham as a distinctive destination for shopping, leisure, culture and events.

## 6. Financial Management & Funding

- Manage the BID's annual budget, levy income and expenditure in line with agreed financial controls and in collaboration with the relevant collection agency (Horsham District Council).
- Prepare financial reports, forecasts and cashflow updates for the Board.
- Oversee procurement, contracts, service level agreements and baseline agreements.
- Proactively identify and secure additional income streams including sponsorship, grants, merchandise opportunities, voluntary contributions and partnerships to enhance BID delivery.

## 7. Team, Contractor & Ambassador Management

- Recruit, manage and motivate the BID staff team and Town Centre Ambassador service.
- Manage external consultants, agencies and contractors, ensuring value for money and high-quality outputs.
- Foster a collaborative, professional and values-led culture aligned to the ethos of Your Horsham.

## 8. Monitoring, Evaluation & Reporting

- Produce evidence-based impact reporting to demonstrate value for money to levy payers and stakeholders.
- Use insight and data to inform strategic decisions and future BID planning, including ballot preparation.

## 9. Compliance, Risk & Operational Management

- Ensure compliance with employment law, data protection (GDPR), health & safety and equalities legislation.
- Maintain risk assessments, event safety plans and operational policies.
- Oversee day-to-day administration including office management, contracts, insurance and record keeping.

## 10. Ballot Preparation & BID Renewal

- Lead long-term planning for BID renewal, including business engagement, proposal development, consultation and ballot delivery.
- Build and sustain levy payer confidence to secure a successful renewal ballot.

## 11. General Duties

Carry out any other reasonable duties required to support the effective operation and reputation of the BID.

---

### **Person Specification**

#### Essential

- Significant experience in a senior management, town centre, BID, place-based or partnership-led role.
- Strong understanding of town centre dynamics, business needs and place management.
- Excellent stakeholder management, negotiation and influencing skills.
- Proven ability to manage budgets, projects and multiple priorities with minimal supervision.
- High-quality written and verbal communication skills, including report writing and presentations.
- Strong leadership, initiative and problem-solving capability.
- Confident public representative and ambassador.

#### Desirable

- Experience working within or alongside a Business Improvement District.
- Knowledge of local government, planning and regeneration processes.
- Experience of marketing, brand management, events or destination promotion.
- Understanding of company governance and financial compliance for limited companies.