**Lincolnshire Coastal DBID Manager**

**Job Title:** Destination DBID Manager

**Responsible to:** Chair & Board of Directors

**Responsible for:** DDBID staff team, consultants and contractors

**Base location:** Skegness

**Salary:**  Up to £44,000 including PRP Bonus

**Hours:**  37.5 Hours

**Job function:** To provide day-to-day management and leadership of Destination Business Improvement District (DBID) Company, working in association with all relevant agencies and service providers. The DBID Manager will ensure that the DBID Business Plan is delivered in a professional, transparent and cost-effective manner.

**Background**

The 22 miles of Lincolnshire Coast face many of the typical challenges that British tourism destinations face, such as regional, national and international competition for market share, access and infrastructure issues, modernising, attracting investment, organisational and funding stability. As part of addressing the issues identified above, the DBID process can help develop, manage and promote the assets of the Lincolnshire Coast in the most engaged and effective way possible by involving local businesses in driving the way forward. The DBID framework provides the opportunity to engage actively with the business community to deliver tangible results through improved function, management and investment.

The Lincolnshire Coast is a great asset that offers tremendous value for money. The area is the third most visited destination in the UK. The area is performing well but if the Lincolnshire Coast aspires to continue to be amongst the best it needs to improve and become an even better place for people to visit, work and invest. The LCDBID is a key piece in the regeneration and rejuvenation jigsaw. It opens the door for all business sectors (retail, leisure, office, entertainment, culture) to work together with the public sector to create a meaningful resource and have a greater say in making change happen – to make the best of what we have already and invest in improvements.

**Job Duties and Responsibilities**

1. Be accountable to the Board of Directors and undertake both operational and strategic projects to sustain the success of the Business Improvement District in line with the DBID Business Plan

2. Deliver the initiatives and services set out in the DBID Business Plan and to maintain and further develop a positive climate within which local and national business stakeholders will ultimately endorse the continuation of the DBID after its initial 5-year period.

3. Propose revisions to the Business Plan as necessary and prepare reports and briefing papers for the DBID Board to make appropriate and informed decisions.

4. Direct and manage the DBID contracts, commitments and baseline agreements in line with the DBID Business Plan and formulate actions and follow up as appropriate to ensure appropriate remedial actions are taken

5. Act as the Champion for the DBID and be the main Company point of contact for all matters.

6. Develop effective working relationships at strategic and operational level with a variety of public agencies, private sector partners, stakeholders, press and media and other interest groups

7. Effectively manage all programmes of work identified within the DBID Business Plan ensuring that interdependencies are identified and work is undertaken to appropriate time, cost and quality with the resources available

8. Measure, monitor and be proactive in improving the Key Performance Indicator’s (KPI’s) set out in the Business Plan to the satisfaction of the DBID Board.

9. Ensure the proper and effective operation and development of the DBID Company in accordance with the constitution, including the timely updating of company information at Companies House.

10. Proactively seek and secure further funding opportunities to sustain DBID for the future through a variety of sources including private sector involvement and voluntary contributions

11. Manage the overall DBID budget in line with financial control procedures to ensure that DBID activities are developed within the agreed budget and monitor expenditure and advise the Board of the financial position. Including the assistance with the preparation of financial reports.

12. Liaise and work with the necessary agencies in relation to the strategic development of the DBID Location

13. Lead, Motivate and develop the DBID Staff team, Contractors and Partners to ensure projects and initiatives are developed in a cost and time efficient manner and ensure that all those involved in the DBID understand the contribution they make and identify with the DBID’s aims and objectives

14. Co-ordinate and manage marketing, promotional and associated events with the possible assistance of staff or creative, design & marketing agencies to maximise resources and ensure that the DBID is promoted appropriately and that the reputation of both the DBID Company and Destination are maintained to the highest quality.

15. Co-ordinate and manage day to day administration of the DBID project including office accommodation, staff, DBID board meetings, and any correspondence associated with the DBID project.

16. To work in partnership to develop and help implement any projects and activities relating to the destination as agreed with the appropriate public agencies and react as appropriate to issues that may affect local businesses and the destination.

17. Comply with appropriate legislation governing employment, data protection and health & safety as part of day to day management of the DBID Company and deployment of additional resources.

18. To comply with Health and Safety policies, organisations statements and procedures, report any incidents/accidents/hazards and take pro-active approach to health and safety matters in order to protect both yourself and others.

19. Carry out any other reasonable activities as required by the DBID Board.

**Person Specification**

1. Previous multi-functional operational experience – an understanding and working knowledge of place/destination management issues is required.

2. Demonstrable commitment to providing an exceptional customer service culture.

3. Experience of project and budget management.

4. Evidence of knowledge and experience of both public and private sector activities in the destination.

5. Ability to communicate both orally and in writing to a wide range of audiences (including ability to write clear and concise reports and presentations)

6. An ability to prioritise and remain focused; to organise workloads of self and others with no daily supervision.

7. Ability to build and maintain strong working relationships with a diverse set of partners.

8. Ability to work under pressure and to tight deadlines

9. A team player

10. Ability to effectively present a business case to key stakeholders for recommending changes.

11. Knowledge of company and financial legislation in relation to limited companies.

12. Experience of dealing with the media and press.

13. IT skills – ability to use and adapt a variety of Microsoft Office based and project management applications.

14. Experience in marketing, event management or brand management, and have dealt with creative, design & marketing agencies would be an advantage

15. An awareness and understanding of the key issues facing destinations such as this and ideally experience in the development or management of a DBID

16. Knowledge and experience of the dynamics affecting place management.

17. Ability to be able to analyse problems and adopt an innovative approach to finding solutions