

Business Engagement Manager Job Description & Person Specification

Overview

Title: Business Engagement Manager

Position: Fixed Term Contract to 31/3/20

Hours of work: 40 hours per week (part-time applications considered) Some evening, early morning and weekend work required.

Salary: £23K. Contributory pension after probationary period of 3 months.

Location: Southampton City Centre

Holiday: 25 days holiday per annum, in addition to public holidays

Reporting to: CEO

Go! Southampton, one of the largest Business Improvement Districts (BIDs) in the country, is seeking to appoint a talented individual to join its growing team. The Business Engagement Manager will spearhead the BID's day-to-day engagement with levy payers, playing a pivotal role in ensuring businesses benefit from the work of the BID and contribute to its future plans.

Background:

GO! Southampton collects approximately £1 million in levy payments each year and is implementing a range of initiatives that will create a greater city centre experience, deliver better marketing and events and develop stronger business. Working in partnership with local stakeholders, the BID's ultimate aim is to realise Southampton's potential as a world-class city, which will in turn benefit residents, visitors and the businesses that fund it.

Central to the success of the BID is the support, engagement and input of the businesses who pay the levy. It is essential that they are aware and take advantage of the range of opportunities being made available to them through the work of the BID. It is also crucial that their views and opinions are used to shape the BID's business plans, both during this initial 5-year term and beyond.

Job Purpose

To manage the relationship between levy payers and the BID, developing 2-way communication channels that keep levy payers informed of the work of the BID and the BID informed of the views of businesses, and to keep a record of all interactions on the Customer Relationship Management system.

Key Responsibilities

- To develop and deliver a programme of business visits with the aim of sharing information on the BID, engaging businesses in BID initiatives and gathering data on the needs and issues of businesses.
- Arrange visits for other team members as necessary.
- Report back to the BID team on a regular basis regarding issues uncovered at visits, and where necessary arrange additional visits with senior team members.
- To manage the CRM database to ensure that all information is accurate and up-to-date and that each interaction with and engagement of a member businesses is properly recorded to assist the team in reporting to the board on engagement levels.
- To identify necessary member collateral and work with the team to produce and distribute it.
- To gather data on levy payer engagement and views through polls, surveys and interviews, reporting back to the team on findings.
- To develop the programme of levy payer social events, using input from levy payers to shape the content in order to generate a high level of participation.

- To signpost businesses to a range of support services offered by other organisations, including Southampton City Council and Solent Local Enterprise Partnership (LEP), ensuring that these services are also profiled on the Go! Southampton corporate website.
- To seek other opportunities to raise the profile of the BID among levy payers, stakeholders and the general public.
- To gather images and stories for Go! Southampton's social media feeds.

Person Specification

1. Educated to Higher Education level with GCSEs (or equivalent) in English and Maths.
2. A natural 'people person' who enjoys engaging with individuals face-to-face or over the phone, and who can be confident and positive when conversations are more challenging.
3. An excellent communicator with good oral and written skills and the ability to convey messages clearly and concisely.
4. Experience in using a CRM system such as Zoho.
5. An understanding of BIDs and how they work.
6. An excellent team player who is also able to manage their own time and tasks without the need for much supervision.
7. Knowledge of Southampton



Applications

To apply for this post, please send your CV and a cover letter of no more than 500 words to: Heidi.isa@gosouthampton.co.uk

The deadline for applications is 5pm on Thursday 7 March

Interviews will be held on **Wednesday 13 March**

Any queries about this post should be directed to heidi.isa@gosouthampton.co.uk

