

### Position Description

This position description provides a general guide to the major accountabilities of this role. It is not a definitive list of duties that may be reasonably expected of the incumbent, and may vary from time to time.

Basic Details	
Position Title	<b>BID Director</b>  We are seeking a BID Director to oversee and drive forward <a href="#">Aldgate Connect Business Improvement District</a> and the <a href="#">Cheapside Business Alliance</a> . Working closely with a diverse range of stakeholders, including our Boards and local businesses, you will help shape the future of the Cheapside and Aldgate areas.  A Business Improvement District (BID) is a geographical area in which the local businesses have voted to invest together to improve their environment.  Both BIDs represent a major opportunity to drive an ambitious agenda of change and enhancement for the areas to develop more sustainable and vibrant districts. This is an opportunity to support Aldgate and Cheapside and enhance their cultural offers, with more creative ways to use spaces through animation and activation, supporting future growth as 24/7 destinations.  Together with the local authority partners (City of London and London Borough of Tower Hamlets) and other key stakeholders, the BIDs work with the businesses and community to enhance the areas and ensure they are offer something for everyone. Inspiration and inclusivity are at the heart of the BIDs' ambitions - working on programmes and projects that make their destinations more appealing, welcoming, stronger and safer.
Employee Name	
Location	City of London
Date	ASAP
Reporting & Peers	
This role reports to	Primera Director
Other reporting relationships	Primera SLT
Key peers	EA, City BIDs COO, CEO and Directors, Head of Marketing and Events, Head of Placemaking and Operations
Positions reporting to this role	Executive Assistant, Head of Marketing and Events, Head of Placemaking and Head of Operations
Roles & Responsibilities	
Purpose of this position	As the Director of the BIDs, you will play a pivotal role in driving the success of both BIDs by leading the implementation of the BID Programme delivery and the BID Team. Working closely with a diverse range of stakeholders, including our Boards and local businesses, you will shape the future of the Aldgate and Cheapside area.  You will establish and maintain strong and effective relationships with key business representatives and public sector officers with responsibility for the area.  You will champion business concerns and aspirations in relation to the development of policies and strategies affecting the BID area and ensure businesses are well informed about them.
Key objectives	The BID Director provides strategic leadership and vision to shape, grow, and deliver the BIDs' Programmes and outcomes. This role is responsible for driving high-impact projects, fostering strong partnerships, and ensuring strong operational and financial accountability. The Director acts as the senior representative for the BID, influencing policy, championing business interests, and

	leading a high-performing team to deliver transformative change across the district.
Key responsibilities	<p><b>Strategic Leadership &amp; Governance</b></p> <ul style="list-style-type: none"> <li>• Lead the strategic planning and long-term vision for the BID, ensuring delivery of the business plan and maximising value for levy-paying businesses.</li> <li>• Oversee governance, compliance, and all legislative requirements to ensure the BID operates with transparency and integrity.</li> <li>• Report directly to the Board, providing strategic recommendations, performance analysis, and thought leadership on regeneration and placemaking.</li> </ul> <p><b>Programme &amp; Project Delivery</b></p> <ul style="list-style-type: none"> <li>• Set the overall direction for BID projects and initiatives, ensuring they are innovative, commercially sound, and aligned with strategic objectives.</li> <li>• Champion high-profile events, public realm improvements, and safety initiatives that enhance the destination's reputation and attract customer satisfaction and investment.</li> <li>• Drive data-led decision-making, commissioning research and insights to shape BID priorities and secure additional funding streams.</li> </ul> <p><b>Team Leadership &amp; Development</b></p> <ul style="list-style-type: none"> <li>• Lead, inspire, and develop the BID team, fostering a high-performance culture focused on collaboration, creativity, and operational excellence.</li> <li>• Ensure continuous improvement in BID operations, embedding strong policies and best-practice approaches across all teams.</li> </ul> <p><b>Financial</b></p> <ul style="list-style-type: none"> <li>• Provide strategic oversight of multi-year budgets, financial planning, and levy collection targets (95%+ annually).</li> <li>• Work with the councils servicers to ensure strong and targeted collection rate.</li> <li>• Work with the finance team and Board to ensure financial transparency and robust reporting for stakeholders.</li> </ul> <p><b>Stakeholder &amp; Business Engagement</b></p> <ul style="list-style-type: none"> <li>• Act as the principal ambassador for the BID, cultivating strong relationships with businesses, community groups, landlords, politicians and investors.</li> <li>• Drive business engagement programmes, ensuring BID services meet evolving business needs and deliver measurable impact.</li> <li>• Represent the BID at board-level and be comfortable public speaking.</li> </ul> <p><b>Partnerships &amp; Advocacy</b></p> <ul style="list-style-type: none"> <li>• Build and sustain strategic partnerships with local authorities, TfL, GLA, police, and other agencies to unlock opportunities for collaboration and funding.</li> <li>• Advocate on behalf of levy payers on issues affecting the trading environment, ensuring businesses' voices shape local and regional policy.</li> </ul> <p><b>Policy &amp; Strategy Development</b></p>

	<ul style="list-style-type: none"> <li>• Ensure all best practice Policies are in place for the BID Companies.</li> <li>• Anticipate and respond to legislative and policy changes, positioning the BID as a thought leader in amongst the City BIDs and other stakeholders</li> </ul>
Generic Accountabilities	<ul style="list-style-type: none"> <li>• Deputise for senior staff at meetings with businesses and stakeholders as required.</li> <li>• Undertake other duties commensurate with the role, including evening and breakfast events.</li> <li>• Be an ambassador for the company at all times, internally and externally.</li> <li>• Comply with Health &amp; Safety Policy and safe working practices, ensure responsibility for safety and discipline in work area and report accidents and 'near misses' in accordance with defined safety procedures, be the fire warden and manager health &amp; safety for the organisation;</li> </ul>
Limits of authority & Freedom to act	

Capabilities	
Qualifications	<ul style="list-style-type: none"> <li>• Relevant experience or equivalent professional qualification.</li> <li>• Strong understanding of Business Improvement Districts (BIDs) or similar multi-agency partnership models.</li> <li>• Proficiency in Microsoft Office (Excel, Word, PowerPoint) and database systems.</li> </ul>
Job Function Technical Knowledge and Skills	<ul style="list-style-type: none"> <li>• Exceptional written and verbal communication skills, with the ability to influence and advocate effectively.</li> <li>• Strong level of business acumen and budgeting control.</li> <li>• Demonstrated commercial awareness and strategic thinking.</li> <li>• Proactive, solutions-oriented mindset with a flair for creative thinking and innovation.</li> <li>• Outstanding organisational skills and attention to detail.</li> <li>• Strong project management capabilities, including planning, execution, and evaluation.</li> <li>• Expertise in developing business cases and tracking key performance indicators (KPIs).</li> <li>• Familiarity with public realm design, placemaking principles, and urban regeneration.</li> <li>• Insight into local authority governance structures, including committee and cabinet-level decision-making.</li> <li>• Experience in tourism-focused marketing and local economic development.</li> <li>• Ability to build and sustain productive relationships with a wide range of stakeholders, including senior business leaders, public sector and community organisations.</li> <li>• Skilled in managing third-party agencies and ensuring high-quality project delivery.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Experience managing within a small team.</li> <li>• Proven experience in project management, ideally within a BID, town centre, or business development context.</li> <li>• Demonstrated success in stakeholder engagement and relationship</li> </ul>

	<p>management across public and private sectors.</p> <ul style="list-style-type: none"> <li>• Ability to manage and motivate cross-functional teams to achieve high performance.</li> <li>• Experience in securing external funding and investment to support strategic initiatives.</li> <li>• Track record of delivering projects on time, within budget, and to a high standard.</li> <li>• Experience managing performance and delivery through contractors, suppliers, and internal teams.</li> <li>• Experience working with senior leadership and navigating complex stakeholder environments.</li> <li>• Demonstrated ability to lead change, manage risk, and drive continuous improvement.</li> </ul>
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### General Standards and Expectations

At all stages in the employment lifecycle – from recruitment to exiting the business – we seek to gain competitive advantage from leveraging increased diversity within our employee population.

You will be encouraged to realise your full potential as a valued member of the Company. Everyone who works for Primera Corporation Ltd contributes to our success. By working together we will stimulate innovation and generate a more exciting and rewarding environment in which everyone will feel valued and respected.

Therefore throughout our operations, you will be treated fairly and equally, irrespective of sex, marital status, sexuality, gender identity, age, colour, race, nationality, religion, ethnic or national origin, disability, working pattern, educational or social background.

All employees must accept personal responsibility for compliance with the standard of conduct and align behaviour with the values of the Company. As an employee there are common standards of accountabilities that we would expect you to adhere to:-

- Perform duties with care, diligence, professionalism and integrity;
- Strive for the highest ethical standards, not just the minimum required to meet legal or procedural requirements but to deliver outstanding quality services to our customers (internal as well as external);
- Observe appropriate acts, regulations, determinations and lawful directions that relate to the performance of official duties;
- Treat colleagues with courtesy and be sensitive to their rights, duties and aspirations;
- Not take or seek to take improper advantage of any official information acquired in the course of official duties;
- Behave in a manner that maintains or enhances the reputation and professional standing of Primera Corporation Ltd;
- Complying with company Health, safety and environmental protection policies and procedures that are relevant to your work;
- You are required to keep information relating to the business affairs of Primera Corporation Ltd, its clients and related third parties confidential;
- Avoid the potential for any perceived or real conflict of interest or allegation of bribery or compromise;
- In return, we are committed to providing a flexible, safe environment free from discrimination, bullying and harassment in which all employees are treated as equals and with respect.