

Esher BID Manager

Salary: Circa £25,000 per annum

Hours: 3 days per week (24 hours total). Flexible scheduling.

Contract: 5-year fixed term

Reporting to: Chair / BID Board of Directors

About the Role

The Esher BID Manager will lead the delivery of the Esher Business Improvement District (BID), ensuring the successful implementation of the BID Business Plan. Acting as the public face of the BID, the Manager will represent the interests of levy-paying businesses, foster strong partnerships, and help make Esher a thriving place to do business.

Key Responsibilities

Leadership & Engagement

- Lead day-to-day BID operations and deliver the five-year Business Plan.
- Act as the main point of contact and ambassador for the BID.
- Build strong relationships with BID businesses, ensuring clear value and impact.
- Prepare reports and briefings; support BID Board meetings and decision-making.

Planning & Delivery

- Manage BID contracts, commitments, and projects.
- Oversee the BID budget and ensure financial accountability.
- Monitor and report on KPIs to demonstrate progress and impact.
- Ensure compliance with employment, data protection, and governance standards.

Marketing & Events

- Lead marketing, PR, and social media to promote Esher and BID businesses.
- Develop and deliver high-quality events aligned with BID priorities.
- Support and enhance existing town centre events.

Key Relationships

The BID Manager will work collaboratively with:

- BID businesses and Board members
- Elmbridge Borough Council and Surrey County Council
- Police and community safety partners
- Local media and press
- Chamber of Commerce
- Property owners and agents

Person Specification

Essential Skills & Experience

- Proven track record of delivering projects and initiatives.
- Strong interpersonal and communication skills.
- Ability to build and maintain effective partnerships.
- Entrepreneurial mindset with problem-solving abilities.
- Excellent organisational skills and ability to work independently.
- Confident communicator across written, verbal, and presentation formats.
- Proficient in Microsoft Office and digital tools.

Desirable Experience

- Experience in project, budget, or relationship management.
- Marketing, brand, or event management experience.
- Familiarity with public and private sector operations.
- Experience working with media and press.
- Knowledge of social media platforms and promotional campaigns.

Additional Information

The BID Manager may be required to undertake other reasonable duties as directed by the BID Board.