



## **Job Description**

**Organisation:** Bristol Business Improvement District, Visit West

**Job Title:** Head of Place

**Contract:** Fixed-Term (12 months maternity cover) pro rata position 4 days a week or 30 hours can be worked across 5 days.

**Salary:** 45k pro rata depending on experience

**Reports To:** Chief Operating Officer, Bristol BID

## **Main Purpose**

The Head of Place is a senior leadership role within the Bristol BID, part of Visit West, who also deliver the Local Visitor Economy Partnership (LVEP) for the region. This role is focused on the delivery and management of services related to a specific geographical area within the Bristol BID boundary.

Following the successful Bristol BID ballot in July 2025 the three existing BIDs (Bristol City Centre, Redcliffe & Temple BID and Broadmead BID) have unified to create one large BID for the city centre. With one vision and one voice, we are investing £18m over the next five years to deliver the business plan as voted for by businesses in the area.

This role is a maternity cover 12-month contract to provide support to the team and deliver some of the projects associated with the Director of Place position. You'll be working closely and line managing both the Head of BID Events and BID Marketing Manager to deliver these parts of the Bristol BID's business plan.

You will be joining at a critical time, when the efficient unification and expansion of the BIDs and subsequent projects is a priority. The transition must be seamless and communicated efficiently to our B2B audience. You will be supporting on the implementation of a new BID website, combined digital channels and branding.

You will also be leading teams, developing strategic plans for new initiatives, and ensuring the efficient delivery of services that impact the "place" and its businesses and community.

## **Role Summary**

The Head of Place for Bristol BID will be responsible for delivering, initiating and supporting events, activations, PR, and marketing to promote our city and its businesses. This includes driving footfall, enhancing the experience and delivering economic benefit.

You will be responsible for the daily oversight of the BID events and marketing teams working closely with the BID Chief Operating Officer and Director of Operations.

You'll be supporting the events team on the delivery of projects, events and initiatives including Bristol Light Festival, Old City Sounds and other city-wide events. The remit also includes specific summer and winter activations including the annual Christmas lights.

Other new initiatives in response to the successful Bristol BID include developing a new restaurant week concept, support for the nighttime economy and the city's world class cultural offering.

You will oversee the strategic delivery of all marketing and communications related to the BIDs activity both B2B and B2C working closely with our marketing and external PR team.

Experience of overseeing website development would also be advantageous as we develop our new Bristol BID platforms, plus begin work on a new Bristol shopping website in partnership with Visit West's LVEP team through the Visit Bristol brand.

## **Key Responsibilities**

### **Strategic Management**

- Work with the BID Chief Operating Officer, Director of Operations and CEO of Visit West to ensure a strong focus on long-term strategic issues that benefit the BID's levy payers.
- Represent the BID as a key stakeholder in citywide initiatives, advocating for the interests of businesses within the BID area
- Identify opportunities for growth, partnerships, and funding to amplify the BID's impact.
- Support the development of a comprehensive delivery plan for Bristol BID's place-based strategies, ensuring alignment with the city's priorities.

### **Business Engagement, Partnership and Stakeholder Engagement**

- Develop and support business community engagement to ensure transparency and clear communication.
- Maintain strong relationships with the business community, ensuring their voices are central to BID projects.
- Support the team with regular consultations and networking events to foster a collaborative business community.
- Act as an ambassador for Bristol, advocating for the city's interests regionally, nationally, and internationally
- Provide insights and data from project delivery to inform decision-making for businesses in the city centre.

### **Project Delivery**

- Work with the BID team to implement the delivery of the BID's business plan and core themes of delivery: Experiences & Promotion, Clean & Welcoming, Safe & Supported Communities, Sustainable & Green.
- Oversee the delivery of projects and initiatives specific to the remit of the role - Experiences & Promotion.
- Develop and implement appropriate additional projects that support the objectives of the Bristol BID.
- Work with Visit West to support and amplify campaigns and activations that promote Bristol City Centre as a destination for shopping, dining, and cultural experiences.
- Ensure projects are delivered on time, within budget, and to the highest standard.

**Team Leadership** Manage and inspire a small team delivering the BID's marketing, communications and events activity.

### **Marketing and Communications team:**

- Work closely with the Marketing Manager, team, internal partners within Visit West and our external PR agency to deliver BID communications both B2B and B2C.
- Input and sign off corporate communications to ensure that our businesses are fully informed of the work of the BID and the benefit it delivers to them and the city.

- Oversee the marketing and promotion of BID events both B2B and B2C this includes our major winter event Bristol Light Festival.

#### **Events, Networking and Festivals:**

- Work closely with the Head of Events and Events Project manager to deliver BID events. Provide strategic development and direction to the team on all events activity and objectives.

#### **General:**

- Ensure that alignment with BID objectives and a commitment to excellence.
- Delegate tasks and projects appropriately to the team whilst always retaining leadership responsibility.
- Instill a supportive and positive culture in the BID team that reflects the ethos of Visit West.
- Identify and develop the skills and attributes of the wider BID team to ensure the best value can be delivered for levy payers

#### **Governance and Reporting**

- Report to the Chief Operating Officer on performance, key milestones, and financial management.
- Report to the BID Advisory Board and/or working groups on a quarterly basis.
- Manage assigned budgets and report on appropriate mitigation for the operational and financial risks of the BID.
- Maintain appropriate levels of financial oversight and control to deliver effective day-to-day financial management.
- Lead and develop delivery of the BID business plan including appropriate performance measurement, ensuring transparency and accountability.
- Ensure compliance with all regulatory and governance requirements including GDPR and health and safety.

#### **Public and Stakeholder Relations**

- Take an active role in representing the BID both publicly and by building strong relationships with city partners, local government, and community organisations.
- Communicate effectively with the media and represent the BID at events, meetings, and public forums.
- Represent the BID to all stakeholders and external parties to develop strong and positive relationships

#### **Key Skills and Qualifications**

- Proven leadership experience in the industry or a related field.
- Strong understanding of city centre management, business engagement, and placemaking strategies.
- Exceptional communication, negotiation, and relationship-building skills.
- Track record of successfully managing multiple projects and budgets.
- Passion for creating vibrant, inclusive, and sustainable initiatives.

#### **Objectives / KPI's**

- Enhanced economic performance of Bristol City Centre businesses.
- Increased footfall, visitor satisfaction, and business engagement.
- Successful delivery of BID initiatives and projects within budget.
- Strengthened partnerships and stakeholder collaboration.