



OPERATIONS MANAGER

OVERALL AIM

To work with the BID Manager to improve the competitiveness of Croydon Town Centre and to develop its position as a leading commercial and cultural centre in the South East by tackling the issues (of crime, environment, image and access) and by delivering a series of new services, and enhancements to existing services in line with the BID objectives

ROLE SUMMARY:

- **To be responsible for managing operational projects and supporting the project managers in the operational delivery of theirs**

- **To co-ordinate and respond to the day to day operational issues within the Town Centre**
 - To establish a comprehensive “one stop shop” system that allows businesses to report operational issues and ensures that they are correctly targeted and tracked

- **To ensure high standards of care and maintenance within the public realm**
 - To patrol and monitor the BID area on a daily basis and to record and manage the issues identified
 - To facilitate meetings with private and public sector representatives to address on going issues and to ensure high standards are maintained

- **To manage an appropriate level of service monitoring, evaluation and reporting measures**
 - To monitor objectively service delivery within the Town Centre
 - To facilitate regular monitoring groups with Local Authority representatives to review the baseline agreements and to ensure that the council and its contractors adhere to them
 - Identify services which the Local Authority can deliver to assist in supporting and delivering the BID

- **To adapt the role of champion focusing on the needs of all town centre users**
 - To establish and maintain contact with the full range of town centre users
 - To represent their views and concerns in a balanced and constructive manner
 - To assist the BID manager in lobbying to the relevant agencies on specific town centre issues

- **To act as interface, liaising and facilitating effective communication and co-ordination between the businesses and investors in the Town Centre and the various authorities and agencies who serve the area to ensure that all are working towards the same agreed objectives**
 - To identify key stakeholders and establish the key priorities for the Town Centre
 - To proactively encourage key stakeholders to participate in achieving the Town's vision and objectives
 - Ensure clear and regular communications of progress with the stakeholders

- **To manage and coordinate a wide variety of “on street” activities in the Town Centre**
 - To co-ordinate the activities of a number of regulated and unregulated uses and activities taking or likely to take place including street buskers, vendors, promoters, markets and charity workers

- To perform risk assessments where required and ensure the health and safety of individuals and the general public in all matters relating to the broader public realm.
- To assist the BID Event Manager with BID events in the town centre
- To manage the North End Advisory Group
- To actively seek activities which would enhance customer experience of the town centre

- **To establish and ensure regular and timely monitoring and reporting of the BID's key performance indicators**
 - To collate, monitor and maintain a clear analysis of the Town Centre ensuring that national and local trends, views of stakeholders are incorporated
 - To manage the implementation of an annual baseline Town Centre Audit
 - To coordinate annual business and visitor consultation

- **To actively identify Best Practice in Town Centre Management and maintain up-to-date awareness of specialist developments in Town Centre renaissance**

- **To manage a town centre contact database of all businesses and stakeholders in the area**

ADDITIONAL RESPONSIBILITIES

- To deputise for the BID Manager in her absence
- To develop new initiatives and identify/obtain funding opportunities that would contribute to the overall aim of the BID
- To assist BID Manager in preparation for annual business plan and budget setting
- To assist BID Manager in preparation for annual report and accounts
- To work in conjunction with the BID Manager to achieve frequent, timely and positive promotion for the BID initiatives

- To write and present update and recommendation papers to the BID and Croydon Business Boards
- To be responsible for the management of budgets allocated to the post
- To undertake administrative tasks related to this role
- To demonstrably act as part of a team and assist in other areas as and when required
- To change role or undertake different/additional responsibilities if required

EXPERIENCE

- At least 3 years experience in a similar role
- Experience of managing large scale projects and controlling budgets
- Experience of writing policy and strategy documents
- Experience of managing contracts/tendering etc
- Knowledge and understanding of issues local to Croydon town centre
- Knowledge and understanding of BIDs
- Experience of working with the private and public sectors
- Excellent problem solving and analytical skills
- Excellent organisational skills
- Excellent communication skills (both verbal and written)
- Ability to work independently or within a team
- Strong IT skills