

## **London - Ealing Broadway Business Improvement District (BID)**

### **Business Development Director**

c£45,000

Ealing Broadway is a Metropolitan town centre and an established office and business location in west London.

The role of BIDs has grown significantly since their introduction and are now seen as an essential part of business led regeneration. Largely funded by local businesses and answerable to them a BID ensures that they are in the driving seat in promoting and enhancing the area's attractions and making sure the centre remains competitive. A company limited by guarantee, Ealing Broadway BID is in the first year of its second five year term and the successful candidate will be required to drive the existing agenda and prepare for a successful third term mandate.

### **The Role**

The Director of business development will lead the management team in its strategic direction and day to day operations.

Developing our business plan to reflect today's challenging economic environment and continuing to respond to competing centres on our doorstep most notably Westfield London will be a priority. With a committed team and a budget of approximately £400,000 pa the successful candidate will also be required to identify new potential partners that will improve the commercial viability of our services without sacrificing the organisation's reputation and high standards.

### **Your Profile**

We are keen to meet a strategic leader with innovative ideas about how a commercial strategy could be delivered within this sector.

Previous experience in budgeting and forecasting is essential with a proven track record in developing and implementing strategic plans to improve business performance. Strong analytical and interpersonal skills with the ability to influence multiple stakeholders will also be essential.

This high profile and challenging post will suit someone with a real passion for making things happen.

**If you have the skills and the motivation to lead the Ealing Broadway BID, please send your CV with a letter of application detailing how you meet the criteria outlined, to Mary Madams, Human Resources Manager at Ealing, Hammersmith and West London College [mary.madams@wlc.ac.uk](mailto:mary.madams@wlc.ac.uk).**

**Closing date: 20.01.12**