

DIRECTORATE OF REGENERATION

## **BUSINESS IMPROVEMENT MANAGER (SWANSEA CITY CENTRE)**

**Economic and Strategic Development**

### **City Centre Partnership**

**(Fixed Term Contract until 31st July 2011)**

**Salary: £27,492 - £29,859 per annum**

**Ref: RG9285**

The Swansea City Centre BID Company is looking to appoint an enthusiastic and highly motivated Executive Officer to drive forward the Swansea City Centre BID project.

You will also develop and implement a City Centre Marketing and Communications Strategy. Swansea City Centre is the only location in Wales, and 1 of only 28 UK destinations, to have established a Business Improvement District (BID).

Led by the private sector, these partnerships are dedicated to improving the local trading environment through the provision of new and improved services and capital projects which have been identified, and are funded and managed by the local business community.

The role of the Business Improvement Manager will be to facilitate the Swansea BID Company in identifying and implementing both operational and strategic improvements within the BID area of Swansea City Centre. The Business Improvement Manager will also work with appropriate stakeholders in overseeing a detailed City Centre Marketing and Communications Strategy.

The Swansea BID Company is looking for someone with excellent inter-personal skills, experience of public/private sector partnerships, understanding of town centre management and urban regeneration issues and experience of business planning, marketing and successfully developing and managing projects.

The post is being offered initially as fixed term contract until 31st July 2011.

For an informal discussion, please contact Beth Winkley, City Centre Manager on 01792 476370 Find out more about living in Swansea [www.abayofflife.com](http://www.abayofflife.com)

**Apply immediately at [www.swansea.gov.uk](http://www.swansea.gov.uk)**

**Or contact Human Resources, City & County of Swansea, Room 1.7.8, County Hall, Oystermouth Road, Swansea SA1 3SN. Tel: 01792 636875.**

**Please quote the relevant reference.**

**Closing date: 30th June 2006.**

**NO applications will be accepted after 5.00pm**



**CITY AND COUNTY OF SWANSEA**

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*We value equality because quality services need people from the whole community.*