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MS-BID Manager: Sample Job Description

Strategic Objectives

The strategic aims of Auckland City Council Economic Development Strategy are to develop

- Globally and nationally connected economy
- Skilled, adaptable and educated people
- Productive, dedicated business areas and a strong CBD hub

Strategic Objectives (BID) – from Strategic Plan (2006 – 2011)

The five strategic aims of the BID are to

- Increase visitor numbers to the BID
- Provide a safe and secure environment for economic development
- Provide transport and parking solutions to create sustainable growth
- Create a sense business community
- Create a brand awareness for the BID through event organization and management

Tactical Objectives (BID) – from Business Plan (2006)

The five short term aims of the BID are to

- Establish visitor numbers and increase by 5 % through
 - Creating BID logo and associated message / vision
 - Organising and managing one major and two minor events
- Establish burglary incidence and reduce by 30 % through
 - Organising and managing security patrols
 - Achieving 50 % funding for a CCTV system
- Encourage local government to take account of business needs through
 - Lobbying local government and related agencies for improved parking
 - Lobbying local government and related agencies for improved access
- Contribute to business development by organizing business training events and / or breakfasts

The Position Reports to

BID Management Committee

Role

To promote and support the interests of business owners in the BID for the social, physical and economic benefit of the BID community.

Responsibilities

The responsibilities of the position are to

- Produce and maintain strategic plan Produce annual business plan
- Produce annual marketing plan
- Assist with producing budget.
- Coordinate production, maintenance and measurement of Key Performance Indicators
- Implement projects as per strategic/business plans, and engage in activities as directed by the Management Committee
- Provide (brief) written report on monthly activities to Management Committee
- Service Administrative needs of the BID, e.g.,
 - Organise, attend and minute the following meetings:
 - Management Committee (monthly),
 - Finance Management Committee (quarterly),
 - Special Meetings (infrequent; as required),
 - AGM (annual)
- Liaise with relevant council departments and Community Board
- Liaise with other BID Managers
- Provide regular (quarterly) information re BID activities to members and targeted rate payers
- Actively promote BID business with members and targeted rate payers
- Pro-actively monitor concerns of members and targeted rate payers