

Make It Ealing – Business Support Officer

Job description	Business Support Officer
Report to:	Chief Executive
Responsible for:	Projects identified by the CEO
Location:	28-29 The Broadway. 2nd Floor. Ealing London W5 2NP

Background:

Make It Ealing is a Business Improvement District (BID) with 450 businesses in the BID area. The organisation was first established in 2005 and was successful in three renewal ballots in 2011, 2016 & 2021.

The Vision:

To support and promote local businesses to local people by providing, information and awareness of our day and night-time economy and our diverse metropolitan culture.

Role Description

The Business Support Officer's role is to liaise and build relationships with businesses in the Business Improvement District (BID) area.

The objective is to ensure all BID levy-paying businesses know the BID's benefits and who to contact if they have concerns.

The business support officer will work alongside the CEO and Ranger team to support BID businesses, engage the consumer, increase footfall, and initiate fun and digital chatter to encourage loyalty for our diverse and ever-changing High Street.

Responsibilities

- Visit Businesses regularly to update them on BID matters, benefits, and projects.
- Collect the contact information of day-to-day business managers, area managers, marketing departments and head office.
- Collect offers from businesses and post them on the website
- Collects job vacancies and post on the website
- Collect event and activity information and post on the website.

- Ensure we are following all BID businesses on social media, comment and support their activities.
- Keep Facebook, Twitter and Instagram updated, with original posts and re-posting
- Stay abreast of BID data, new refurbishments, planning applications and what is happening in the town.
- Provide creative input and suggestions for projects and events that can enhance the town's perception and encourage footfall.
- Work with the CEO, team members and the Board to deliver the projects outlined in the business plan 2021-22
- Follow up on day-to-day issues highlighted by the rangers or First Mie or the BID's Pest Control services.
- Take notes at a weekly staff meeting where all members can express creative ideas, concerns or issues that may impact the town's image or drive footfall.
- Collect gossip and news for use in the newsletter and on the website.
- Take photos of businesses, great looking shop windows, planters in bloom.
- Learn how to use the website and database and resize photos.
- Be familiar with all the applications of Microsoft Office 365 and understand how to read and create spreadsheets.
- The Business Support Manager will be responsible for their email box and all emails in the info box.
- All staff must wear BID branded outerwear to identify themselves to businesses during working hours.

Competencies:

Make It Ealing employees are expected to be committed to the purpose of a Business Improvement District by offering help, support, and possible solutions to all areas of the business community

Expected Behaviours

- Confident, proactive, hardworking, and a professional individual.
- Treats everyone equally
- Understand confidentiality and how to report appropriate feedback
- Self-starter and self-motivator
- Able to adjust to various levels of pressure and share concerns.
- Willing to learn new skills and tools
- Work to a high standard and always strive to improve.

Summary of Terms & Conditions

- **Salary**
 - £24,000 - £26,000 Dependent on experience. .
- **Contract**
 - The job is a permanent position.
- **Hours of Work**
 - 37.5 hours per week excluding lunch.
- **Frequency and Method of Payment**
 - Salaries are paid to a Bank or Building Society account on the 26th of each month.
- **Annual Leave**
 - There is an entitlement of 24 days annual holiday plus one additional 'Birthday Day' to be taken on the day, plus all public holidays.
- **Pension**
 - You will automatically be enrolled in The Make it Ealing Pension scheme. If you do not wish to join the Scheme you must make a formal declaration stating you want to opt-out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this Scheme.

Probationary Period

Employment will be initially a six-month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

Notice is one month by either party after satisfactory completion of probationary period.