



Job description

Area Manager

General

The British Parking Association represents the UK parking and traffic management profession. Our 750 plus corporate members includes local government, commercial providers and parking system operators, as well as consultants and academics. In addition, we represent over 500 individuals and have a separate membership structure to support their professional development.

We are a not-for-profit organisation working with our members and stakeholders to support their communities, improve compliance by those managing and using parking facilities, and encourage fairness to achieve our vision of excellence in parking for all.

We reinvest any surplus income to further improve standards and professionalism in the sector.

The Position

- Varied and interesting ambassador role with responsibility for growing membership numbers, within a defined geographical area of the UK, in schemes run by the Association both in traditional and emerging sectors and enhancing membership quality
- Manage the continuous improvement of how the Association delivers membership scheme benefits and services to ensure it is responsive to the needs of our existing and future members
- Liaise with, visit and support existing members to enhance relationships by better understanding their business objectives and directly linking to the membership proposition

The Base

The post is 'field' based with extensive travel in a defined area of the UK and occasional travel to other parts of the UK.

Responsible to

Senior Area Manager

Key responsibilities

Operational services

- To represent the British Parking Association and its associated operational services (e.g. the Approved Operators Scheme (AOS), the Safer Parking Scheme (SPS), the Disabled Parking Accreditation (DPA) and any other operational services as may be determined from time to time) within a defined geographical territory of the UK

- To manage the day to day operation, auditing & administration of all associated business, in a defined geographical area of the UK to support the BPA to meet its strategic and operational objectives
- To provide guidance and advice to clients and customers on the administrative/management procedures for all BPA operational services including but not limited to:
 - Advising clients and customers on the standards required to achieve a Park Mark® Safer Parking Award, the Disabled Parking Accreditation (DPA), membership of the BPA and /or the AOS and in particular, the Management Practices and associated elements of the relevant Assessment processes
 - Liaison with Police Accredited Assessors, AOS Auditors, Parking Facility Operators, and Owners and Managers
 - Presentations to local conferences, seminars, workshops
 - Supporting the Regional/Country network of meetings
 - Assist with the resolution of complaints against members associated with Operational Services
- To interact with the BPA Membership CRM ensuring accurate and timely upkeep of the knowledge base.

Collaborative team working

- The post holder will be expected to work flexibly as required to support the wider team and/ or office in support of the BPA's wider strategic objectives as appropriate
- Support the Head of Business Operations and the Senior Area Manager in representing the BPA and its Operational Services to external organisations, clients and contractors, etc
- To support the Head of Business Operations and Senior Area Manager in the achievement of targets and effective use of Budgets and Resources of the Operational Services team
- To provide cover and support to the other members of the Operational Services Team as necessary

Person Specification:

Essential:

- Good written, verbal communication, IT and presentation skills
- Good Customer Services and Complaints Handling skills
- Strong planning and organisational abilities
- Post holder should have a Lead Auditor qualification or be prepared to undertake the required study to achieve this
- Post holder should have a confident and assured manner and be able to liaise with officers, staff and members of the BPA, and to work with individuals at all levels.
- Able to organise workload under pressure and meet tight deadlines
- Able to grasp complex issues quickly
- Able to work on own initiative
- Willingness to travel. *Please note this role requires occasional overnight stays*

Desirable (but not essential):

- Knowledge and experience of the parking profession preferred or willingness to learn
- Understanding of compliance/auditing issues gained in a similar environment