

## CITY MANAGER

In summary, the primary function of the City Manager is to grow and maintain StreetDots position in the territory. The role will be responsible for launching all new locations, creating, building and maintaining relations with our Land Operators, encouraging vendors to sign up to the StreetDots Database, ensure all vendors are complying to the vendor rules set by StreetDots, increasing activity on the locations and supporting the local press to maximise marketing opportunities. You will be responsible for recruiting and managing the local teams, reporting in to the central team, whom should be able to give heavy support where required and work in a target driven environment to deliver improved results.

At this moment the role reports to the founders, this will adapt as the business grows. You must be self driven with high communication skills to allow the support teams to understand the local needs. Lastly, grow targets have been created and you will need to have experience in creating a strategy and business plan to help scale the business. From time to time you will be expected to travel to London for business updates. The job tasks will include the following list, albeit this is not an exhaustive list, however the role will vary from time to time as the business adapts to future growth.

## KEY TASKS

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### Managing the Local Team

The ability to recruit and attract talent for the local StreetDots team. This will include a local marketing person and Street Ambassadors (compliance support personnel to ensure vendors are operating correctly). Setting direction and motivating the local team will be critical in delivering success.

### Recruiting, Educating and Supporting Vendors

Focused on ways to establish and maintain good relations with vendors. Using your team and creating ways to keep vendors updated and compliant. At times, where necessary, you will be expected suspend vendors who do not trade responsibly.

### Acquiring and Managing Local Land Relations

Critical to the role will be to support the Dots team in gaining new locations. You will be working alongside the Dots team sharing your local knowledge and network to achieve more active locations. Once live, you will be expected to plan and schedule regular meetings with land key contacts to ensure service is delivered on the ground.

### Events & Private Bookings Support

All enquiries will come in centrally and vetted. Once agreed to implement, you will be informed to ensure your local team is briefed and support can be deployed as required.

### Noise Plan

Your local marketing support person will be working closely with central support. Your responsibility is to ensure all StreetDots channels are in use and constant noise is created.

## KEY BEHAVIORS & SKILLS

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Planned & Organized / Results Driven / Influencing / Strong interpersonal & Presentation skills / working off own initiative

### Key Outputs / Targets 2019

- Gaining new locations and expanding territory
- Strong Database of vendors with a min 3:1 ratio to maintain dot activity