

Job Description

Job Title: Interim Head of Engagement and Partnerships – 12 month contract

Department: Engagement & Partnerships

Line Manager: Associate Director of Company Performance

Direct Reports: Engagement & Partnerships Manager

Location: On Site - 80-81 St Martin's Lane, London WC2N 4AA

Hours: Full-time, 9:00am–5:30pm, Monday to Friday (some out-of-hours work required)

Job Purpose

The Head of Engagement & Partnerships leads Heart of London's member engagement strategy, ensuring meaningful, responsive and high-value relationships with businesses across the BID area. This role is responsible for deepening member relationships, increasing participation in HOLBA's work, and ensuring that members recognise and receive the full value of BID services.

As the strategic lead for engagement, the postholder will drive insight-led relationship management and lead a high-performing team that supports member businesses across a diverse range of sectors. They will also deliver HOLBA's commercial partnerships and sponsorship strategy as a mechanism to enhance engagement and deliver added value to the business community.

The postholder will also lead on Ballot Engagement, ensuring robust voter relationship management and strategic communications throughout the BID ballot process.

Main Responsibilities

Member Engagement

- Lead and implement the member engagement strategy across all BID areas.
- Build and maintain strong relationships with levy payers and key stakeholders.
- Ensure members are actively engaged with HOLBA's work and feel represented, supported and informed.
- Use the CRM system to track engagement activity, record insights, and identify trends.
- Develop tailored engagement plans for key sectors and business types.
- Manage the Engagement & Partnerships team, fostering a high-performing, collaborative culture.
- Lead on Ballot Engagement, including strategy, planning and delivery of voter relationship management.

Commercial Partnerships & Sponsorships

- Develop and deliver bespoke partnership and sponsorship propositions that align with HOLBA's purpose and enhance member engagement.
- Work closely with partners to deliver mutually beneficial campaigns, activations and events.
- Identify and cultivate relationships with corporate and strategic partners that complement HOLBA's goals.
- Oversee the delivery of agreed partnership activities in collaboration with internal programme, comms and events teams.
- Drive income generation that supports and sustains HOLBA's engagement and programme delivery.

Cross-organisational Collaboration

- Ensure that engagement insights inform wider organisational strategy and planning.
- Work with all teams to maximise business participation in campaigns and programmes.
- Lead internal reporting on member engagement, sentiment and reach, including input to board and BID renewal reporting.

Person Specification

Essential

- Proven experience in stakeholder or member engagement, ideally in a business-facing, place-based or membership environment.
- Demonstrated ability to build trust and rapport with senior decision-makers and diverse stakeholders.
- Strong leadership and team management skills, with the ability to inspire and develop others.
- Excellent communication skills, both written and verbal, including presentation and reporting abilities.
- Proactive, strategic thinker who is solutions-focused and highly organised.
- Commercial acumen and experience delivering partnerships or income-generating initiatives.
- Confident in the use of CRM systems and data to support engagement strategies.

Desirable

- Knowledge of London's West End and the challenges and opportunities facing city centre businesses is desirable.

Please note that the above is not intended to be an exclusive or exhaustive list of responsibilities and personal specifications but an outline of the main areas. Please also note that the Company reserves the right to update the job description at its discretion.