

Job Description

Job Title: Engagement Executive (up to £35k dependent on experience)

Department: Company Performance

Line Manager: Engagement & Partnerships Manager

Direct Reports: n/a

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 Engagement Executive is a delivery-focused role responsible for high-volume, high-quality in-person engagement with HOLBA's member businesses, supporting the successful delivery of the BID ballot campaign.

Working as part of the Engagement team, the postholder acts as a key frontline contact for businesses, building and maintaining relationships to ensure they are informed, engaged and prepared for the ballot. The role plays a critical part in implementing engagement activity, maintaining accurate voter data, and capturing insight to support campaign delivery.

The postholder will contribute to the success of the ballot campaign through proactive outreach, strong attention to detail, and high standards of CRM management and communication.

Main Responsibilities

Member Engagement

- Act as a primary contact point for member businesses, responding to enquiries and providing clear, timely updates on HOLBA activity.
- Build and maintain day-to-day relationships with businesses through regular in-person engagement across the BID area.
- Deliver high-volume outreach activity to ensure businesses are informed, engaged and prepared for the ballot.
- Support targeted engagement with voter businesses and key stakeholders, as directed by the Engagement & Partnerships Manager.

Ballot Planning and Delivery

- Support the delivery of the BID ballot campaign through coordinated outreach, communications and engagement activity.
- Assist in planning and executing engagement initiatives, including mailings, events, briefings and information sessions.
- Maintain accurate and up-to-date records of levy payers and voter contacts to support ballot readiness and compliance.
- Support the delivery of ballot-related events, including logistics, set-up and stakeholder coordination.

CRM, Insight and Administration

- Maintain accurate and timely CRM records, ensuring all engagement activity and stakeholder interactions are captured.
- Support voter tracking and engagement reporting through consistent data entry and monitoring.
- Capture member feedback and insights, escalating key issues and trends to inform campaign strategy.
- Provide administrative and operational support to the Engagement team, including scheduling, coordination of activity and documentation.
- Assist with preparation for meetings, including note-taking and follow-up actions where required.

Person Specification

Essential

- Experience in stakeholder engagement, events, customer-facing or campaign delivery roles.
- Strong organisational skills and attention to detail, with the ability to manage multiple tasks effectively.
- Confident communicator, comfortable engaging with businesses in person, as well as via email, phone and online platforms.
- Proficiency in CRM systems and Microsoft Office tools.
- Proactive and reliable, with a strong sense of accountability for delivery.

Desirable

- Understanding of BID operations and ballot processes.
- Familiarity with businesses and the operating environment in London's West End.
- Experience supporting public-facing campaigns, consultations or community engagement initiatives.

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.