



Join the team shaping the future of London's West End



A Message from the Chief Executive



The West End is one of the world's most important business, cultural and entertainment districts.

Its continued success cannot be taken for granted.

It depends on leadership. Partnership. Trust.

The ability to bring people together behind a shared ambition.

That's what Heart of London Business Alliance exists to do.

We're ambitious about the future of the West End and equally ambitious about the role we can play in helping shape it.

To achieve that ambition, we're looking for an exceptional Director of Corporate Affairs. Someone with the judgement to advise, the credibility to influence and the leadership to build a high-performing Corporate Affairs Directorate.

This is a rare opportunity to help shape one of the world's most influential destinations and leave a lasting legacy.

If you're looking for a role with genuine purpose, challenge and impact, I'd like to hear from you.

Ros Morgan, Chief Executive

Why HOLBA?



We don't own the West End.

We don't govern it.
We don't control it.

What we do is bring together the people who do.

Every day we work alongside businesses, government, public agencies and strategic partners to align interests, build partnerships and influence the decisions that shape one of the world's leading business, cultural and entertainment districts.

That's HOLBA.

Heart of London Business Alliance (HOLBA)

We represent more than 500 businesses and property owners across Piccadilly, St James's, Leicester Square and Haymarket.

Together we improve places, influence policy, secure investment and champion one of the world's leading business, cultural and entertainment districts.

The West End is entering a defining period.

Investment, policy, public realm and economic growth will shape its future for decades to come.

This role will help ensure business is not simply represented in those conversations, but helps lead them.

The Opportunity



This is one of the most influential Corporate Affairs roles in London. Reporting directly to the Chief Executive, you'll establish and lead HOLBA's Corporate Affairs Directorate at a defining moment for the West End.

As the Chief Executive's principal adviser on corporate affairs, you'll ensure she is equipped with the intelligence, relationships and strategic communications needed to influence policy and decision-making.

You'll bring together communications, engagement, public affairs and corporate reputation into one integrated function, ensuring HOLBA speaks with clarity, authority and influence.

Working with business leaders, government, strategic partners and industry stakeholders, you'll help shape policy, strengthen relationships, build organisational reputation and ensure business has a respected voice in the decisions that matter most.

Success in this role will be measured not by activity, but by the influence you create, the partnerships you build and the legacy you leave.

WHAT SUCCESS LOOKS LIKE

Success in this role will be demonstrated by:

- Corporate Affairs has strengthened HOLBA's reputation as one of London's most respected and influential business organisations.
- The Chief Executive is supported by outstanding intelligence, advice and communications that strengthen organisational influence and decision-making.
- Members, government and strategic partners view HOLBA as a trusted, authoritative and collaborative partner.
- Corporate Affairs operates as a confident, high-performing directorate with a clear strategic focus and measurable impact.
- The 2027 BID ballot is successfully delivered, providing a strong mandate for HOLBA's next chapter.

Job Description – Director of Corporate Affairs



Line Manager: Chief Executive

Direct Reports: Corporate Affairs Directorate (to be confirmed)

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

To lead HOLBA's Corporate Affairs function, ensuring the organisation has a clear and influential voice, trusted relationships, a strong reputation, and effective engagement with members, stakeholders, and decision-makers.

Responsible for corporate affairs, communications, engagement, reputation, public affairs, and corporate influence, ensuring these functions work together to strengthen member confidence and deliver HOLBA's strategic goals.

Main Responsibilities

Corporate Affairs

- Lead and develop HOLBA's Corporate Affairs strategy.
- Advise the Chief Executive on corporate positioning, reputation, policy, and emerging issues.
- Lead strategic communications for the Chief Executive and support Board communications.
- Develop corporate positions and coordinate responses to significant policy, legislative, regulatory, and legal developments.
- Ensure Corporate Affairs activity is coordinated across the organisation

with clear ownership and consistent messaging.

Communications, Engagement & Reputation

- Lead integrated corporate and member communications and engagement.
- Build member confidence through clear, consistent, and effective communications.
- Protect and enhance HOLBA's reputation through media, PR, issues management and crisis communications.
- Ensure member and stakeholder insight informs organisational priorities and communications.
- Oversee ballot communications, corporate content, and digital communications.

Public Affairs & Corporate Influence

- Lead HOLBA's public affairs, advocacy, and influencing activity.
- Build trusted relationships across government, business, partner organisations, and industry leaders.
- Build and lead a network of specialist advisers, agencies, and peer organisations to maximise HOLBA's influence and impact.
- Shape policy and decision-making on issues affecting HOLBA, its members, and the West End.
- Represent HOLBA with senior stakeholders, decision-makers, and the media.

Directorate Leadership

- Lead and develop a high-performing Corporate Affairs Directorate.
- Set priorities, allocate resources, and ensure effective delivery.
- Manage budgets, contracts, and external suppliers.
- Monitor performance, manage risk and drive continuous improvement.
- Work collaboratively across HOLBA while maintaining clear accountability for the Directorate.

General Responsibilities

- Contribute to the leadership of HOLBA as a member of the Senior Leadership Team.
- Support delivery of the corporate strategy and business plan.
- Promote collaboration, organisational values, and high performance.
- Ensure effective governance, compliance, and value for money.
- Undertake other duties appropriate to the role.

Please note that this job description is not intended to be exhaustive, but outlines the main areas of responsibility and person specification. It may be reviewed from time to time to reflect organisational needs,

The Person



This is a leadership role requiring a significant on-site presence to support collaboration, stakeholder engagement and organisational leadership.

Flexible working requests will be considered fairly and on an individual basis.

- We're looking for an experienced and credible leader who combines strategic thinking with practical delivery.
- You'll be politically astute, commercially aware and comfortable operating at the highest levels of business, government and public life.
- You'll build trust quickly, communicate with confidence and exercise sound judgement in complex and fast-moving environments.
- You'll enjoy bringing people together, building consensus and turning ambition into action.
- Above all, you'll be motivated by the opportunity to make a lasting difference to one of the world's greatest destinations.

Person Specification

Essential

Experience

- Significant senior leadership experience in corporate affairs, communications, public affairs, stakeholder engagement, or a related discipline.
- A successful track record of developing and delivering integrated corporate affairs strategies.
- Experience of advising senior executives on reputation, communications, stakeholder engagement, and organisational positioning.
- Proven experience of influencing public policy and building trusted relationships with senior stakeholders across business, government, and partner organisations.
- Experience of leading media relations, reputation management and issues or crisis communications.
- Experience of leading, developing and motivating high-performing teams.
- Experience of managing complex programmes, budgets, and external suppliers.

Knowledge

- Strong understanding of the UK political, policy and regulatory environment.
- Excellent understanding of strategic communications, corporate reputation, and stakeholder engagement.
- Good understanding of governance and the role of Boards.

Skills & Attributes

- Exceptional strategic thinking and judgement.
- Excellent written, verbal and presentation skills.
- Outstanding relationship-building and influencing skills.
- Strong political awareness and organisational sensitivity.
- Ability to operate confidently in complex, high-profile environments.
- Commercial awareness and sound financial management skills.
- Resilient, collaborative, and outcome-focused leadership style.

Desirable

- Experience within a membership organisation, business representative body, Business Improvement District, local government, or place-based organisation.
- Knowledge of central London and the West End.
- Experience of working with elected members, Ministers, or senior public officials.
- Experience of organisational change, major campaigns, or ballot programmes.

Next steps



How to apply

Please submit:

- A current CV.
- A covering letter (maximum two pages) outlining:
 - why this opportunity interests you;
 - the experience and leadership you would bring to the role; and
 - how you would strengthen HOLBA's influence, reputation and impact.

Applications should be sent to:
matthew@3searchgroup.com

NOTE

Applicants will be reviewed and interviewed on a rolling basis with the help of our recruiting partner [3Search](#).

We reserve the right to close the advert at any time if we identify suitable candidates.

Selection Process

Stage 1 : Online introduction
Stage 2 : First Interview
Stage 3 : Final Interview

Shortlisted candidates may be asked to deliver a short presentation as part of the final selection process.

NOTE

We are committed to building and sustaining an inclusive organisation. We therefore welcome applications from suitably qualified people regardless of their background, including underrepresented groups, LGBTQIA+ individuals and those who are living with a disability

. If you require information in a different format, or any other accessibility adjustment, please get in touch

Benefits

Salary: Competitive

25 days holiday + Bank holidays
Paid volunteering days (up to 3 days pa)

Workplace pension scheme (salary sacrifice, up to 8% employer matched contribution)

Travel loan scheme

Cycle loan scheme

Health insurance (after 12 months)

Income protection (after 12 months)

Life insurance (after 12 months)

Training & Development allowance: up to 5% of salary per annum

