

## **Job Description**

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Job Title: Engagement Executive

Salary: £25,000–£30,000

Department: Company Performance

Line Manager: Head of Engagement & Partnerships

Direct Reports: n/a

Location: 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 supports high-quality engagement with HOLBA's member businesses and plays a key role in the successful delivery of the BID ballot campaign. Working closely with the Engagement & Partnerships team, the postholder helps ensure member businesses are well-informed, engaged, and prepared for the renewal process, with accurate records and effective communications in place.

### **Main Responsibilities**

#### **Member Engagement**

- Serve as a contact point for member businesses, addressing enquiries and providing updates on HOLBA services and campaigns.
- Maintain up-to-date CRM records to ensure ballot readiness and accurate tracking of engagement.
- Support regular communication with voter businesses and key stakeholders.

#### **Ballot Planning & Delivery**

- Assist in preparing and executing engagement activities such as mailings, emails, events, and information sessions.
- Help maintain a compliant and current database of levy payers and voter contacts.
- Support event logistics and production of collateral related to the BID ballot process.

### **Administrative & Campaign Support**

- Contribute data summaries to support performance reporting by the Associate Director – Company Performance.
- Provide general administrative and operational assistance to the Head of Engagement & Partnerships, including coordination of timelines and campaign activity.
- Help with scheduling, minute-taking, and documentation for board and member sessions linked to the ballot.

### **Person Specification**

#### **Essential**

- Experience in stakeholder engagement, events, or campaign support roles.
- Well-organised and detail-oriented, with the ability to manage multiple priorities.
- Good written and verbal communication skills; confident interacting with external stakeholders.
- Proficiency in CRM systems and Microsoft Office tools.

#### **Desirable**

- Understanding of BID (Business Improvement District) operations and electoral processes.
- Familiarity with businesses and community dynamics in London's West End.
- Previous involvement in public consultation, local campaigns, or community engagement projects.

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.