

## **Job Description**

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### **Job Title: Engagement & Partnerships Manager**

Department: Company Performance

Line Manager: Head of Engagement & Partnerships

Direct Reports: Engagement Executives

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 & Partnerships Manager plays a central role in delivering exceptional engagement with HOLBA member businesses and supporting the effective delivery of commercial partnerships. The postholder builds strong, proactive relationships with members and partners, represents HOLBA professionally, and ensures accurate data management to support the organisation's performance reporting and strategic planning. This role also supports BID Ballot engagement activities, maintaining voter contact and data accuracy. Collaboration across departments and consistent communication are critical for success.

### **Main Responsibilities**

#### **Member Engagement**

- Build strong, visible relationships with members across all BID areas.
- Deliver regular contact and visibility of HOLBA's services, events, and opportunities.
- Escalate business-specific needs to support strategic engagement planning.
- Maintain accurate CRM records, supporting partnership, ballot, and KPI tracking.
- Attend and represent HOLBA at member events and forums.
- Support planning and execution of engagement events and campaigns.
- Contribute data and updates to support internal reporting and board documentation.
- Assist in delivery of BID ballot engagement: contact voters, update records, and assist with targeted communications and events.

#### **Partnerships Delivery**

- Assist the Head of Engagement & Partnerships in fulfilling commercial partnerships and sponsorships.



- Operationally lead the coordination of partner-related activities and internal team alignment.
- Manage delivery timelines, event coordination, and partner relations to ensure high standards.
- Track outputs and support preparation of partner impact reports.

### **Team Support & Collaboration**

- Work cross-functionally to integrate engagement and partnership activities into broader initiatives.
- Support the Head of Engagement & Partnerships with reporting, CRM oversight, and internal communications.
- Share business insights to refine engagement strategies and inform cross-team coordination.
- Provide data to support performance reporting led by the Associate Director of Company Performance.

### **Person Specification**

#### **Essential**

- Experience in stakeholder engagement, account management, or partnership delivery.
- Strong communicator with a professional and approachable manner.
- Organised and detail-focused; adept at managing multiple priorities.
- Proactive and flexible; able to work independently and as a team contributor.
- Proficient in CRM or database systems for data management.
- Strong interpersonal and collaborative working skills.

#### **Desirable**

- Experience in business-facing or place-based roles.
- Understanding of partnership fulfilment and sponsorship delivery.
- Familiarity with London's West End and city-centre business dynamics.

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.