

LONDON
& PARTNERS

Recruitment Pack

Head of Partner Engagement



Welcome

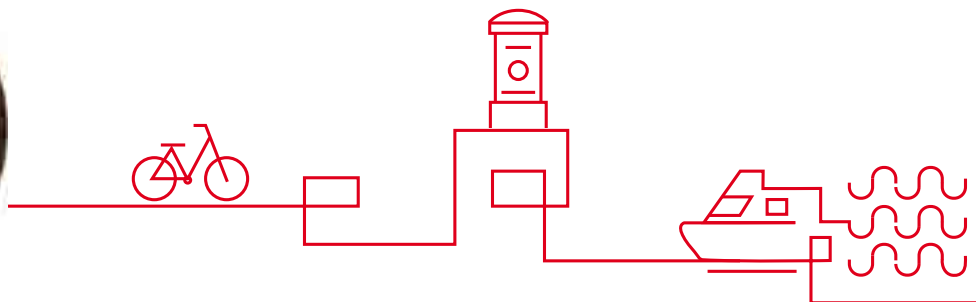
Dear Applicant,

Thank you for your interest in joining our team as Head of Partner Engagement. London & Partners is the business growth and destination agency for London – our mission is to create economic growth that is resilient, sustainable and inclusive. Our work shines a global spotlight on London: we support the Mayor of London's priorities by promoting London internationally as a leading world city.

We've recently created the Head of Partner Engagement role in response to ambitious plans for growth across London & Partners. In this substantial role, you will be responsible for scaling L&P's flagship Partnership Programme, working to build on existing IP, such as London Tech Week and The Mayor's International Business Programme, to drive income through sponsorship and commercial activities.

Another early area of focus will be maximising potential from the significant scaling of L&P's business growth programmes by developing high value strategic partnerships that support entrepreneurs to grow and thrive while also delivering corporate benefits at the highest level. You will bring the skills to develop and implement a targeted relationship-driven strategy that maximises existing, and identifies new, opportunities across multiple sectors and markets including UK, NA, Western Europe & APAC.

With a real passion for London, you will flourish in the role because of your strong skills in relationship-management and ability to build trust and co-operation quickly. We're looking for an inspirational presence, a clear communicator who can articulate our purpose and direction credibly with a wide range of stakeholders. This is a brilliant opportunity to build a high calibre team, working at pace with the Head of Partner Management and broader colleagues to deliver long-term mutually beneficial partnerships based on aligned goals and shared vision. If you believe you can bring what we are looking for, I very much look forward to hearing from you.



Naomi Edler
Director of Partnerships

Background

London & Partners is the business growth and destination agency for London. Our mission is to create economic growth that is resilient, sustainable and inclusive. We are a social enterprise, combining purpose with commercial rigour and are funded by grants channelled by the GLA, partners and our portfolio of commercial ventures.

London & Partners is a global organisation connecting people and organisations using our unique networks, channels and knowledge of London. We support high-growth businesses to scale; we develop London as a destination and attract visitors and events; we grow London's global reputation to support economic growth; and we create partnerships and profit-making ventures to scale our impact.

London & Partners operates brands including VisitLondon and the top-level-domain DotLondon. We are the co-founder of London Tech Week and run two award-winning programmes for start-up and scale-up companies. In a typical year, we support thousands of scaling businesses, win hundreds of events for London, book over a quarter of a million hotel beds and engages millions of visitors on its digital channels.

We work closely with the GLA across our portfolio and have an agreed set of key performance indicators: the economic growth (gross value added) and jobs that we create, the satisfaction of our clients and partners, and our commercial performance.

Read more about us at www.londonandpartners.com



Role Profile

Role title - Head of Partner Engagement

Accountable to - Director of Partnerships

Department - Commercial and Partnerships

Main tasks of the role

Lead London & Partners' Business Development Team: inspire the team, set clear direction and accountability, ensure high performance, create a culture of continuous personal development.

Ensure high standards of business development by leading a team to:

- Deliver and exceed income against targets
- Deliver high levels of prospect engagement resulting in excellent conversion rates and the creation of new networks
- Recruit new long term Partners and Sponsors
- Develop products and sponsorship packages
- Compile intelligence on market trends and feeding this into decision-making
- Use correct systems, processes and protocols to effectively support performance
- Negotiate and implement contracts
- Ensure management reporting, performance against KPIs and managing NPS (eg revenue, pipeline management, satisfaction)
- Ensuring consistency and best practice across all commercial activities.

Work collaboratively with colleagues across the organisation, particularly the Business Growth Directorate to:

- Develop ambitious Corporate Partnership proposals that strike the appropriate balance between mission and income
- Personally win high value strategic Corporate Partnerships
- Identify new areas for income growth by engaging colleagues from The Covention Bureau, VisitLondon.com, Marketing and Stakeholder Communications.
- Work with the Director of Partnerships and Finance Director to set the budget for the team, ensure budget responsibility and accountability.

As a Head at London & Partners:

- Work closely with other leaders in the Commercial directorate to create an inclusive and high-performing culture
- Work with other Heads and the Senior Leadership Team to contribute to the culture and performance of London & Partners.

Personal Specification

Knowledge and Experience

- Proven Track record of securing six / seven figure sum Corporate Partnerships either in the not for profit, public or private sector.
- Experience of developing complex Corporate Partnerships comprising multiple budgets, deliverables and key contacts.
- Highly effective written, presentation and pitching skills.
- Strong networker and influencer with a passion for building client relationships at all levels including C-Suite.
- Commercially astute with experience of overseeing business planning and managing income and expenditure with a focus on profit.
- Experience of working in a public/private sector environment.

Personal Style and Behaviour

- Able to achieve plans and objectives through creative and considered thinking and a positive and innovative approach to problem solving.
- Able to build and manage a high performing team through building trust, co-operation and constructive dialogue.
- Able to adjust comfortably to, and remain productive within, the context of ambiguous and fast changing priorities and cultural agendas.
- Able to motivate, coach and encourage others to grow their own and the organisation's potential, through the deployment of performance improving tools/interventions.
- Able to establish and manage constructive relationships with internal and external networks that work to mutual benefit.
- Able to communicate a clear, sense of purpose, direction and success to key stakeholders in a self-assured and articulate manner.
- Able to manage and deliver projects and programmes of work with the team using all available resources, measuring and monitoring performance throughout.
- Has a passion for London.

Our Values

The successful candidate will be expected to demonstrate the values of London & Partners:

- We have passion for London
- We are motivated
- We are proud
- We work together
- We are adaptable
- We are friendly and welcoming

Terms of Appointment

Remuneration

This appointment attracts a salary of £63,000 - £70,000.

Hybrid working

Time split between the office and home, with two days per week at the office.

Annual leave

30 days annual entitlement plus bank holidays (pro-rata for part-time employees).

Location The role is based at London & Partners, 1st Floor, 169 Union Street, London SE1 0LL.

Pension

London & Partners offers a generous employer's contribution towards the pension scheme.



Wider benefits

Moving day

An additional day off to move home (once per year).

New pet ‘orientation day’

One day to use for welcoming a new furry family member (goldfish, stick insects and anything that looks like a snake or lizard not included. Basically, if it’s not in a cage or tank and doesn’t usually live in a field or barn, you can take a day to welcome it in).

First day of school leave

A day off to take and collect children (and do the “how can they be that age already” crying) when they start a new school.

Faith days

You can swap bank holidays other than the holidays that fall during the winter closure days for other faith days. So, for example, you could swap the last bank holiday in August for Yom Kippur.

Wedding day / civil partnership leave

One day towards preparing for your big day.

Rent deposit

An advance may be made to any employee, subject to the satisfactory completion of their probation period, for the deposit on rented accommodation.

Medical cash plan

Claim back the costs of dental and optical purchases/treatments, health screenings, diagnostics, consultations, prescriptions and therapies for you and your family.

A flexible shopping basket of benefits

Major savings at over 3,000 everyday retailers such as Tesco, M&S, Sainsbury’s, Boots, House of Fraser, Debenhams, Currys, PCworld, B&Q, Expedia, Lastminute, and many more with simple-to-use discount cards.

Interest-free season ticket loans

Up to £5,000 per annum for transport to and from work. Loan repayments made directly from monthly salary.

Ride to work scheme

Get a tax-free bike with Evans Cycles and save up to 50% on the retail price. Settle the balance via 12 easy-to-manage monthly deductions direct from salary.

Personal accident cover

Up to £5,000 with our +medicash proactive plan.

Life insurance

4 x basic salary (eligible on joining the group pension scheme).

Volunteer leave scheme

Give something back to the community with up to 2 days paid annual volunteer leave. Join one of our organised volunteering placements

Life insurance Give as you earn

Make tax-free donations to any UK registered charity/ good cause directly from your payroll. or plan your own.

How to Apply

We hope you will consider making an application to become Head of Partner Engagement at London & Partners.

To make an application, please go to <https://starfishsearch.com/jobs/lp-head-part-engage/> and click on the apply now button, with the following prepared:

- a CV (no more than three sides) or equivalent biographical information
- a short covering letter that explains your motivation and suitability for the role.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process.

This form is for monitoring purposes only and is not treated as part of your application.

Formal closing date Friday 6th January 2023

First stage interviews by Starfish Likely to be 16th, 17th or 18th January 2023

Agreement of the shortlist By Monday 23rd January 2023

Final interviews End January or early February 2023 (TBC)



