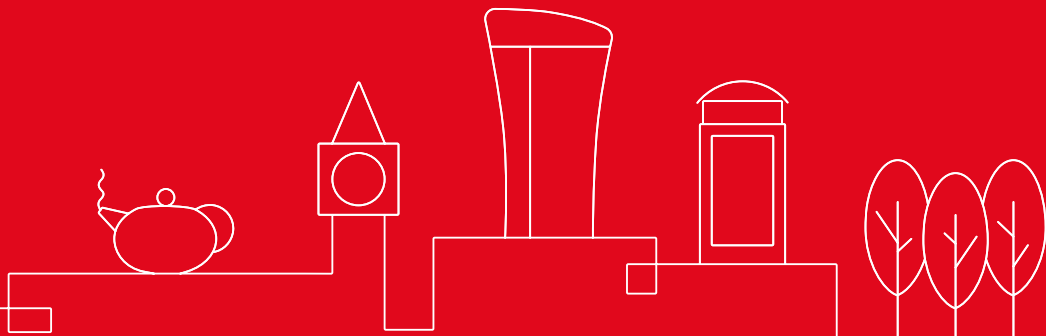


LONDON
& PARTNERS

**Director of
Policy & Impact**

Candidate Pack

November 2024



Welcome

London is entering a new cycle of activity, driven by significant shifts in London's sectoral strengths, labour supply, spatial patterns, the nature of work and the climate emergency. This cycle will reshape London and the lives of Londoners. However, we cannot take for granted that our city will thrive.

That is where London & Partners comes in. Our job is to be ambitious for our city. As London's Growth Agency, our mission is to create economic growth that is resilient, sustainable and inclusive.

This means supporting inclusive jobs and opportunities for Londoners. We do it by using our network of offices around the world to bring visitors and innovative businesses to the city, by using our knowledge of the global market to help businesses – whether in the tourism or the technology sectors - to find success.

We also support London's small Businesses– and the households which rely on them for their livelihoods, to thrive - navigating entrepreneurs to find the right business and skills support at the right time and the right price – either online or in-person.

To support London & Partners mission to create economic growth, we are seeking a Director of Policy & Impact to lead a new team within the Strategy Directorate.

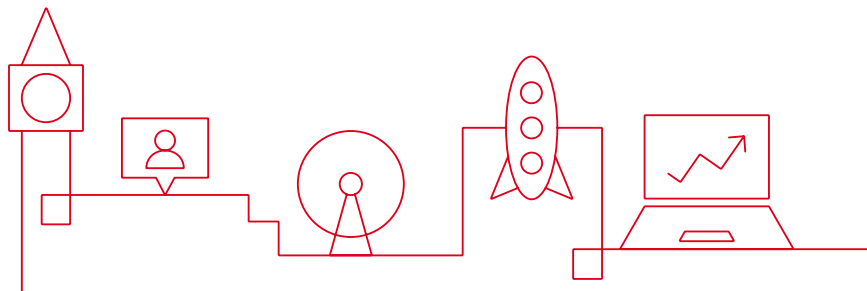
This is a big job. We need an ambitious, creative thinker and thoughtful leader, with a strong background in policy, who can actively lead the Policy & Impact team to set a clear impact and insights strategy for London & Partners, gathering and analysing the best of our data and evidence, drawing it together to tell our story brilliantly. As part of this work, they will develop excellent relationships with decision-makers and policy influencers to grow our impact for London. They will lead our policy and thought leadership positioning, working closely with other Directors, particularly those who lead our advocacy work, by improving or scaling existing activity and by developing new products and service.

I look forward to hearing from you.



Michelle Cuomo-Boorer

Managing Director
Strategy
London & Partners



About London & Partners

London & Partners is London's Growth Agency. 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.

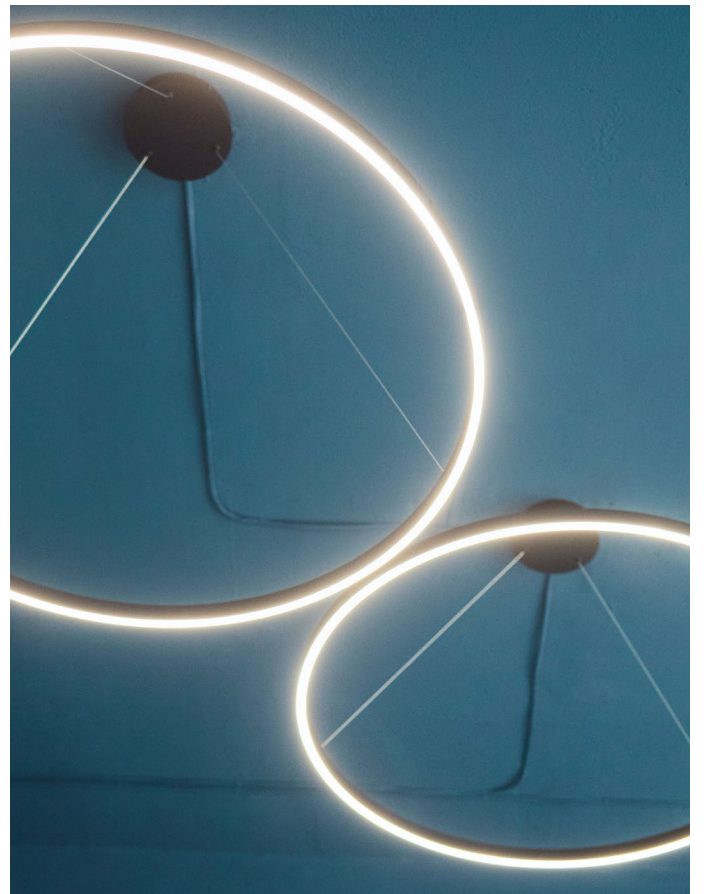
London & Partners is a global organisation connecting people and organisations using our unique networks, channels and knowledge of London. We help international businesses set up in London, support small and micro businesses to thrive in the capital, help London-based businesses expand globally and bring leisure tourism and major events to the city. We also bring global institutional capital to London through our joint venture with the NLA, Opportunity London.

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 startup 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 engage with millions of visitors through our campaigns and digital channels.

We work closely with the Greater London Authority (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

JOB DESCRIPTION

POSITION TITLE	Director of Policy & Impact
REPORTING TO:	Managing Director, Strategy
RESPONSIBLE FOR:	Head of Insights and Senior Economist
LOCATION	London



Purpose of Role

Supporting the Managing Director, the Director of Policy and Impact will set a clear impact and insights strategy that collates and brings together our data and evidence, analysing it effectively to tell a compelling story of impact. They will have a clear understanding of, and background in, the policy development field, and be able to scan the horizon to anticipate policy developments coming down the line.

With a track record of developing strong relationships with decision-makers and influencers, they will influence policy implementation; lead funding bids; and support the design of new programmes, products and services and ensure effective reporting and evaluation.

They will have a key role in defining the strategic direction of our work, along with the Managing Director – Strategy, and Director of Corporate Affairs, who leads on our external advocacy. They will be responsible for enhancing London & Partners reputation, working closely with other Directors across the business.

The Director will establish a new team within the Strategy Directorate. The Director leads the teams delivering Strategy & Impact which include insight and thought leadership, evaluation, reporting, and policy analysis.

The Director reports to the Managing Director – Strategy and is a member of the Senior Leadership Team of London & Partners.



Key Tasks

Leadership & Culture

- Directorate leadership
- Establish the new Strategy & Impact team within the Directorate, with a clear purpose and effective ways of working.
- Recruit and retain a high performing team which lives London & Partners' values and reflects the diversity of the city.
- Inspire the team, set clear direction and accountability, ensure high performance.
- Support direct reports in their professional growth and development. Ensure that managers in the team are supporting the growth of their teams.

Corporate Leadership

- Build strong working relationships with Directors across London & Partners, particularly with the of Directors of Corporate Affairs and Director of Grow London Local Service Delivery.
- Responsible for enhancing London & Partners reputation and corporate positioning, working closely with other Directors across the business.
- As a member of the Senior Leadership Team, assume collective responsibility for the overall performance and culture of the organisation.

Strategy & Policy

- Working with the Managing Directors, and CEO support the development of London & Partners' Impact Strategy.
- The Impact Strategy will describe how the organisation will grow its impact for London by improving or scaling existing activity and by developing new products and services.
- Lead strategic policy development work in relation to increasing London & Partners Impact. Including determining and developing strategic policy for the delivery of business- and growth-related services in London.

Programme Development

- Lead the team to analyse upcoming opportunities, shape policy implementation and write winning bids.
- With the Managing Director, lead the development of new (non-commercial) programmes.
- This includes, shaping the high-level policy objectives and KPIs, basic service design, budget and operating model, working closely with the Operations team.
- Leading matrix teams and collaboratively across L&P to ensure that strategic policy or programme concept design happens in concert with the relevant delivery teams.

Impact, Evaluation & Insight

- Oversee the Insights and Thought Leadership strategy. This should support the delivery of existing activity as well as the Impact Strategy and Commercial Strategy.
- Oversee Insights, working closely with the Head of Insights, creating a culture of nimble but rigorous data analysis, to drive both L&P performance and for external audiences.
- Lead on reporting and evaluation, working closely with the Senior Economist (Direct Report). Ensure that performance and Evaluation reports are valuable to the organisation and external stakeholders.

Fundraising

- Support the Managing Director on the development of non-commercial fundraising strategy for London & Partners.
- This means identifying opportunities for the development of business- and growth-related programmes and services in London linked to London & Partners strategic priorities; and
- securing grants, public sector contracts and philanthropic funding to deliver the Impact Strategy.



Person Specification

We look for talented people who share Our Values

- **We are passionate about London** – its history, culture and creativity. We work to build a vibrant future for London and for the UK. We are proud to serve our city.
- **We are enterprising** – we are curious, creative and resilient. We work with partners and the market to achieve our mission for London. We generate profit to reinvest in London's future growth.
- **We are inclusive.** We champion diversity internally and externally. We strive to reflect the city we represent. We create communities where people feel valued and belong.

Skills, experience and behaviours

Leadership:

Successful senior leadership experience in a mission-driven environment. Ability to set a strategy and lead a team to deliver it effectively, with successful experience of adjusting and remaining productive within the context of ambiguous and fast changing priorities and cultural agendas.

Policy & Programmes:

Successful record of accomplishment of influencing and shaping policy and ensuring its implementation, with the capability to operate effectively at senior levels in a fast-paced, public-private, politically sensitive setting.

Organisational skills:

Personal efficiency, time management skills and the ability to prioritise competing demands are key.

Problem Solving:

Able to achieve plans and objectives through creative and considered thinking and a positive and innovative approach to problem solving.

Commercial acumen:

To participate and steer strategic decision-making within the business as an influencer. Being able to understand company finances, resourcing and the ultimate aims of the business is important.

Role modelling

As a member of the Senior Leadership Team, the Director, Strategy & Impact will be expected to demonstrate and lead on the values, initiatives and culture of the organisation.

Professional expertise

A strong working knowledge of project and product delivery methodologies and an ongoing commitment to keeping up to date on relevant technological advancements.

Trust

As a member of the Senior Leadership Team, you will interface with the Executive Team on a regular basis. You will become a trusted confidante on talent issues, unafraid of giving your opinions and expertise. High integrity and the ability to keep confidences and privileged information is essential.



Nolan Principles

All members of the Senior Leadership Team are expected to live by the 7 Nolan Principles of Public Life, which are:

1. Selflessness

Holders of public office should act solely in terms of the public interest.

2. Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

3. Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

4. Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

5. Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

6. Honesty

Holders of public office should be truthful.

7. Leadership

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

We are an equal opportunities employer, and are committed to giving people the same opportunities for employment, pay, and promotion, without discrimination against anyone.

These are standard job terms, however various flexible working options will be considered should they meet the needs for the business. Examples could include job share, part time, flexible shifts and home working. Let us know how we can best support you to achieve the right work/life balance.

If you need to receive this information and/or apply in an alternative format, please contact London & Partners by **emailing** hr@londonandpartners.com or call **020 7234 5800** to discuss how we can help.

We encourage applications from all sections of the community.

Benefits



Holiday

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



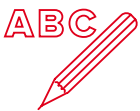
Moving Day

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.



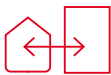
Faith Days

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.



Hybrid Working

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



Group Pension Scheme

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



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 / Death in Service Insurance Benefit

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



Give as You Earn

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

Terms of Appointment

Salary

Paying up to £95,587.

Hybrid working

Time split between the office, home, clients, partners and events with two days per week based at the office. We may also consider part-time hours for the right candidate.

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.



How to Apply

Starfish Search are our exclusive partners for this recruitment.

We hope you will consider making an application. To do so, please visit: <https://starfishsearch.com/jobs/lp-dopi/> and click on the apply now button with the following prepared:

- Your CV (no more than three sides).
- A short supporting statement (maximum two sides) that sets out why you are interested in joining London & Partners.

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.

Search closes	19th of January 2025
Structured discussions with top candidates	W/C 27th of January 2025
First stage interviews (L&P Panel)	13th & 14th of February 2025
Final stage interviews (MD and CEO)	W/C 17th or 20th of February 2025





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