

## BUSINESSLDN JOB DESCRIPTION

**Title:** Director of Campaigns and Communications

**Reporting to:** Deputy CEO

**Team:** Working closely with all parts of the business

**Scope:** This is a full-time permanent position, to start as soon as possible

**Context:**

At BusinessLDN, our mission is to make London the best city in the world in which to do business, working with and for the whole UK. We work to deliver the bigger picture, campaigning to tackle today's challenges and to secure the future promise of London.

We harness the power of our members, from sectors that span the economy, to shape the future of the capital so Londoners thrive and businesses prosper. We support business to succeed — locally, nationally, globally. We link up with other cities around the UK, to ensure the capital supports a thriving country.

We campaigned for the creation of the office of London Mayor and Transport for London, for the Elizabeth Line, for congestion charging, we incubated Teach First and run the UK's largest annual jobs and careers fair, Skills London.

---

### ROLE OVERVIEW

This role will strengthen BusinessLDN's policy, communications and campaigns team, reporting to the Deputy CEO, who leads on Policy, Strategy, Campaigns and Communications. The post-holder will work closely with the Chief Executive, John Dickie and colleagues across the business to further our impact.

The post-holder will lead our campaigns and comms team to embed the principles of integrated campaigning across the business, ensuring priority policy campaigns around the cost of living, London's place in the UK and recovery; commercial events and set piece moments are strategically planned, well-executed and fully exploited for maximum impact. The postholder will also lead on internal communications, ensuring staff are engaged and informed on key issues, working closely with the COO and Head of People to support our employee engagement strategy.

This role will be key to increasing our influence and impact with key stakeholders from members to media and parliamentarians using all our communications channels, capitalising on our recent rebrand as well as helping us to develop a full range of best in class talent, tools and systems.

## KEY DELIVERABLES

### **Strategy and Leadership**

The post-holder will:

- Have demonstrable experience of developing and leading high-profile national and regional level integrated campaigns, spanning public affairs, media, policy, creating a variety of compelling content and exploiting the full mix of communications channels, ensuring that our calls/asks are consistent and clear throughout
- Provide leadership to the campaigns and communications team, including line management to the head of external affairs, strategic counsel and communications manager to support their development in line with their agreed objectives and BusinessLDN values
- Able to develop and implement a strategy for meeting the needs of the full range of internal and external stakeholders
- Reinvigorate and oversee implementation of a media strategy to amplify our voice, influence and profile spanning London media, nationals, key trades, as well as social and owned channels, including paid for print and social media
- Oversee the implementation of the public affairs strategy to enhance BusinessLDN's position as the key player, builder broader deeper stakeholder relationships and influencing the policy decisions that impact London business
- Hold the ring on ensuring consistent messaging across all communications channels – from member comms, political briefings and media outputs – working with the team to develop a suite of documents all can draw from, building on the refreshed messaging created during the recent rebrand
- Build partnerships with key stakeholders to maximise mutual value and benefit, amplifying BusinessLDN's voice, impact and reach
- Represent BusinessLDN with the media, parliamentarians, members and other key stakeholders, including deputising for the Deputy CEO on a range of external platforms
- Support on business development and member retention, including attending target and member meetings to showcase the comms opportunities available and to identify new opportunities for member and stakeholder engagement.

*From time to time, the post holder may be required to carry out duties not listed here; this will first be discussed between the post holder and line manager.*

## **Behavioural Competencies**

- A creative thinker with outstanding skill in the inception and execution of programmes
- Demonstrate a powerful, convincing communication style, including strong written and editorial skills
- Establish strong credibility based on honesty and consistency
- Drive a culture that encourages integrity, openness, honesty and mutual respect
- Demonstrate a style of leadership that is based primarily on influencing skills
- Be visionary and inspire and engage others in the development and implementation of strategies

## **Create effective partnerships**

- Demonstrate cooperation, collaboration and partnership behaviours.
- Develop, build and lead high-performing teams to deliver strategic objectives
- Bring teams together to work for the overall benefit of BusinessLDN
- Create a culture where individual and team achievement and behaviour are encouraged, recognised and rewarded

## **Skills, Experience and Attributes Required**

### **Knowledge**

- Demonstrable experience of leading creative integrated campaigns at a high-profile organisation with significant reach across multiple sectors; setting overall organisational goals in conjunction with colleagues; creating actionable plans and implementing tactical initiatives
- Experienced and confident media spokesperson with a track record in achieving impact across all aspects of the media – across paid, earned, social and owned channels
- A first-class writer and editor with an ability to turn around a wide variety of high-quality content aimed at external audiences – from an op-ed for a national newspaper to an inspiring speech for our CEO; with an ability to act as a champion of these skills across the organisation
- Experience of leading and developing a high-performing communications and public affairs team in a high-profile sector or organisation, including crisis/issues management experience and internal communications
- Evidence of championing emerging communication technology strands and digital media to reach target audiences, including to support lead generation

### **Skills**

- Excellent interpersonal skills and experience of building and maintaining successful working relationships with a range of stakeholders, including with Government, parliamentarians and senior journalists
- Proven influencing and negotiating skills that lead to a results-focused approach
- You will have the personal stature, empathy and authority to converse with senior representatives of BusinessLDN's members
- Utilise big picture business thinking; provide vision and think creatively and innovatively
- Contribute to the development of business strategy

### **Attributes**

- Sense of humour, self-awareness and desire to continue to develop and develop others
- Motivational, inspirational and enthusiastic approach to team leading and management
- A relevant professional qualification.

**How to apply**

Please send your CV and a very brief cover letter to Head of People Tracy Weller  
tracy.weller@businessldn.co.uk

*BusinessLDN is an equal opportunity employer. Our values support our vision of a truly inclusive, culturally and socially cohesive capital. We are committed to achieving and maintaining a workforce which represents the population from which we derive our business, in terms of age, disability, ethnicity, gender, religion and sexual orientation.*