



Job Title

Business Engagement Lead (12 Month Maternity Cover)

Reports to

The Business Engagement Lead reports to the Project Manager.

The White Collar Factory,
1 Old Street Yard,
Old Street,
London EC1Y 8AF

ReLondon Overview

ReLondon was established in 2008 as the London Waste and Recycling Board. Since then, it has helped to provide additional recycling capacity in London; helped boroughs provide efficient waste services; and, against a backdrop of declining recycling rates nationally, helped London maintain its recycling performance. ReLondon works with a multitude of individuals and organisations in London, across the UK and around the world, and has become recognised as a world leader in Circular Economy thinking and practice.

Our 2021-2025 Business Plan sets out our work programme for the next five years and includes the objective of becoming financially sustainable at the end of this period by generating third party funding and commercial revenue. Our work includes activities developed and delivered in partnership with other organisations to promote circular economy principles and, thereby reduce waste and increase recycling and reduce consumption-based emissions.

We work with London's businesses, boroughs and citizens to drive reductions in consumption-based emissions and make a significant contribution to tackling the climate crisis. The Business Engagement Lead is part of the business transformation team supporting London's SMEs which is a central part of ReLondon's 2020-2025 business plan with the objective of achieving the Mayor of London's aspiration for London to be a low carbon circular city. The team support's SMEs with existing circular economy offerings, as well as SMEs that want to transition to a circular economy business model.

Role Overview

As a Business Engagement Lead of the business transformation team, you'll be responsible for engaging with businesses, predominantly small and medium enterprises (SMEs), and our wider stakeholder network in order to both encourage engagement with the team's support services and develop new ones.

You will define the high-level engagement activities for the coming year that will drive our engagement with SMEs, larger businesses and a wide stakeholder network, identifying strategic partners in the form of corporates, business networks, other support programmes etc. with whom you will develop relationships in order to leverage their influence in promoting, as well as engaging with and directly supporting the programme.

You will deliver the strategy as part of the engagement team, through a combination of research, marketing, meetings and accessing relevant networks to create a list of qualified leads or stakeholders (e.g. business support organisations, investors, corporates, academics), in order to create a pipeline of SMEs for the support services and events.

In particular, you will lead the engagement for specific support streams to SMEs, encouraging and supporting SMEs to apply, and work with the new online community manager to drive sign ups to a newly launched online brokerage platform.

As well as seeking out new members for our network, you will manage a portfolio of SME beneficiaries, building and maintaining robust, ongoing relations in order to understand their growth and knowledge needs. You will create value for those businesses by identifying opportunities and introductions to support scaling and growing their circular initiatives.

Through your close relationship with our SME network, you will help track the impact of the programme's support, through surveys and regular conversations with your SME portfolio. You will also help us shout about their achievements, through managing various communication channels such as our Twitter and LinkedIn accounts, our monthly newsletters and our website.

Responsibilities and Duties

Delivery of Support

- Work on a project to project basis with the business advisors to design and deliver engagement activities and events for our support streams, which may include assessing participant needs, facilitating brokerage between participants and defining content, as well as event logistics such as venue hire and catering.
- Deliver brokerage and sign-posting support to SMEs to help them access new markets, raise investment and/or work with their supply chains to design circular pilot projects.
- Keep relations warm with the SMEs in the business transformation portfolio and ensure that the team has an up-to-date view on their needs, expectations and achievements.
- Develop the programme's peer-to-peer support strategy, designing community/networking events and opportunities.

Business Development

- Define the team's engagement activities for the year in line with our strategy, in close collaboration with the Project Manager and the rest of the team, for identifying and engaging businesses that have a strong potential in redesigning their business model based on circular principles and potential partners who will support our delivery plan.
- Engage with SMEs that are new to the programme; generate leads, follow-up with and become the primary contact for them, in order to attract and support them to apply for the different support streams we provide.
- Network with London Boroughs, Business Improvement Districts and other organisations/networks with the aim of promoting the business transformation programme to businesses throughout London.
- Sustain and strengthen long term stakeholder relationships in industries relevant to our business portfolio in order to leverage their influence in publicly supporting and promoting the programme as well as creating a healthy pipeline of SMEs seeking support.
- Network with key stakeholders in the Circular Economy in particular those relevant to the sectors identified in ReLondon's Circular Economy Route Map (textiles, built environment, plastics, electricals/electronics, food).
- Represent the programme at relevant external events as required.

Communications

- Manage and update our various communication channels including our website, Twitter/LinkedIn accounts, newsletters and others.
- Liaise with our Communications team to ensure consistency with organisational brand guidelines and identity.
- Regularly monitor and report on the impact our business support services have on the SMEs (including designing tools for collecting data e.g. surveys).
- Compile SME case-studies and/or blogs as requested in order to capture the achievements of the SMEs, and lessons learned from our work with them.
- Develop/update engagement tools either directly or through management of external contractors e.g. marketing materials, software.

Other Duties

- Undertake such other duties as may be reasonably required and which are consistent with the general level of responsibility of this job.
- Carry out all tasks and allocated work within agreed timescales and budgets.

Person Specification

Items in brackets are desirable, others are requirements.

Job Related Knowledge	<ul style="list-style-type: none">• (Knowledge of design software (e.g. InDesign, Photoshop) or social media tools (e.g. Hootsuite) and event platforms (e.g. Eventbrite)).• (Understanding of the concepts and application of Circular Economy principles and of key sustainability issues and how they link to business value).
Skills and Aptitudes	<ul style="list-style-type: none">• Proven ability in Business Development and engagement activities and the ability to foster and cultivate long-lasting relationships.• Strong networking skills, an entrepreneurial mind set, and good understanding of business processes.• First class communication and presentation skills along with the ability to liaise at senior levels within a wide variety of companies.• Ability to successfully manage a variety of tasks to deadline and to work calmly under pressure with a 'Can do' attitude.• Flexibility and ability to adapt to a fast-paced programme in the SME environment.• Strong writing and editing skills.• Updating websites and using CRM platforms.

	<ul style="list-style-type: none"> • Designing and maintaining collaboration tools and web-based platforms. • Managing social media accounts. • An understanding of equality of opportunity, valuing diversity and the ability to translate this into action. • (Event organisation and planning skills).
Qualifications	<ul style="list-style-type: none"> • No specific qualifications are required for this position.
Competencies	<p>Collaborating and partnering People skilled in this area are team players. At all levels, it requires working collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and a wide range of people within and outside ReLondon, whilst having the confidence to challenge assumptions.</p> <p>Delivering at pace Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. For all staff, it's about working to agreed goals and activities and dealing with challenges in a responsive and constructive way.</p> <p>Delivering value for money Delivering value for money involves the efficient, effective and economic use of taxpayers' money in the delivery of ReLondon services. For all staff, it means seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. People who do this well base their decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money.</p> <p>Achieving positive outcomes Being effective in this area is about maintaining an economic, long-term focus in all activities. For all, it's about having a financial and sustainable mindset to ensure all activities and services are delivering added value and working to enhance the circular economy.</p> <p>Managing a quality service Focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes; working to agreed goals and activities and dealing with challenges in a responsive and constructive way.</p> <p>Making effective decisions Effectiveness in this area is about using sound judgement, evidence and knowledge to arrive at accurate, expert and professional decisions and advice. It's about reaching evidence-based conclusions, evaluating options, impacts, risks and solutions and creating a secure culture around the handling of information.</p>

Benefits

- Grade 6 (£44,117 - £ 48,728) Note, appointment will be at the lower point of this scale.
- Voluntary employee's contribution matched by employer up to 4% of salary
- 30 days holiday plus bank holidays