



ROLE SPECIFICATION

London & Partners Non-Executive Board Director

London & Partners is the Mayor of London's official promotional agency. We help to attract businesses, investors, events, congresses, students and visitors to the city and assist London businesses to go global.

Our aims are to build London's international reputation and create additional jobs and growth for the London economy. We help to deliver the Mayor's economic development strategy and to fulfil the Mayor's pledge for the capital to be a "City for all Londoners".

Established by the Mayor of London in 2011, London & Partners is a not-for-profit public private partnership, funded by the Mayor of London as well as other public sector funding, fees from our commercial partners, in-kind support from the private sector and income from commercial activities.

We have offices in London, Beijing, Shanghai, Mumbai, New York, Los Angeles and San Francisco, with representatives in several more countries.

We have delivered outstanding results, over the last five years, including:

- Contributing more than £1.2bn of economic benefit to the capital with a budget of c.£22m
- Created or supported 38,000 jobs and helped 1,200 companies to set up or expand in London
- Generated over £500 million in positive media coverage

Notable achievements include:

- Helping create RideLondon, a new world class festival of cycling
- Attracting the world's largest congress to London with the European Society of Cardiology bringing over 30,000 delegates to London in 2015 worth £15m to the economy
- Supporting London through our foreign direct investment work to attract twice as many overseas businesses as any other European city
- Creating award-winning leisure marketing campaigns such as London's Guest of Honour and Fans of London which reached 300 million people
- Reaching 28m digital visitors annually through our official online visitor guide, visitlondon.com
- Building London's reputation as Europe's fastest growing tech hub by helping launch London Tech Week and our own Traveltech Lab
- Launching and operating the new top level domain for London – Dot London;
- Being recognised for the last three years as a Sunday Times Best 100 Not-for-Profit Company to work for

The London & Partners Board

The Board is made up of 12 Directors. Under the articles of association, the Chairman and one other non-executive director are appointed by the Mayor and the Mayor will approve the

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appointment by the board of two executive directors – the CEO and COO (the executive with responsibility for the financial affairs of the Company). Other Directors are appointed by the Board following the recommendation of the Nomination Committee with the approval of the members of the Company. The members are the Mayor of London, British Hospitality Association, ABTA, Society of London Theatre and London Chamber of Commerce and Industry.

Details of our Chairman, Rajesh Agrawal, and other Board members can be found at www.londonandpartners.com/about-us/our-board. The Board meets quarterly.

The role

We are looking at filling upcoming vacancies on the board with individuals who will play a key role in establishing the overall direction of the company and in driving and monitoring performance.

In this important and interesting role, you will develop strategies, policies and plans to ensure that London & Partners delivers its objectives and achieves maximum results and value for money for the investment made by the Mayor and the private sector.

To fulfil this role, it is imperative that you understand and are committed to the seven principles of public life - selflessness, integrity, objectivity, accountability, openness, honesty and leadership. You will have senior level experience and demonstrable success in delivering strong results as part of a major business or project. You should have a keen interest in the international promotion of London, and the ability to contribute to strategic decision-making in this area. You will have outstanding communication and advocacy skills. You will have no trouble commanding respect amongst other Board members and key stakeholders at all levels and will be able to provide a balanced view in the face of complex agendas.

Duties

You will:

- Be responsible for the management of the company's business, as set out in the Articles of Association
- Providing strategic leadership on the development of strategies, policies and plans to discharge London & Partners purposes
- Monitoring the performance of London & Partners, to ensure that it meets its strategic objectives and targets
- Promoting high standards of propriety, best practice and the efficient and effective use of staff and resources
- Attend four half-day meetings a year
- Be called upon when required to be a member of a Board sub-committee (Audit & Finance, Remuneration and Nominations Committees and a Commercial Sub-group);
- Attend various events hosted by London & Partners and its partners
- Act as an Ambassador for London & Partners and London
- Make introductions to relevant networks and contacts that will assist London & Partners activities.

**Profile of successful candidates**

The successful candidates will be those who best meet the criteria laid out in the role profile. We will also take into consideration the benefits to London & Partners of appointing a Board which collectively has a broad range of experience and expertise across a diverse range of sectors, geographies and professional skills.

London's diversity is its biggest asset and we strive to reflect London's diversity in all appointments. We welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith or disability.

Terms of appointment

Appointments will be for a three-year term. The post will be unpaid. By convention, expenses occurred in fulfilling duties are covered by the Board Member's primary employer.

To apply

Please send a CV and short submission detailing how you meet the requirements of the role to the Secretary of the Nominations Committee at ceo@londonandpartners.com.

Shortlisted candidates will be called for interview with representatives of the Nomination Committee.

www.londonandpartners.com

www.london.gov.uk