

Destination Director, City of  
London Corporation

*Candidate briefing pack*



Gatenby  
Sanderson

# The City of London Corporation

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With over 2,000 years of experience in welcoming the world, the City has always been, and continues to be, one of the most historic, yet innovative destinations, welcoming business and leisure visitors from across the globe.

It is the birthplace of our capital, with a history stretching back over 2,000 years. Its stories, sights, smells and sounds are unique and are integral to England's political, social, literary, artistic and financial history. Its skyline, where ancient places of worship, medieval halls and Tudor pubs jostle for space with some of the most architecturally-significant skyscrapers found anywhere today, is one of the most exciting in the world.

The role of the City's rich historic past, combined with a rapidly evolving future, cannot be understated and plays a significant role in London's wider success as a global visitor destination. This in turn benefits the City, which enjoys the many dividends of being part of the total London offer, including the world-class hotels, heritage, culture, shopping, parks and events which surround it. This is The City within a city; London's heart and heartbeat and the place from where this unique global entity grew and continues to grow.

# About the City of London Corporation

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The City of London Corporation is the governing body of the Square Mile, dedicated to a vibrant and thriving City, and supporting a diverse and sustainable London within a globally-successful UK.

Based in Guildhall, the City Corporation looks after and promotes the City of London. It is headed by the Lord Mayor, with the Court of Common Council being its main decision-making body. We are a uniquely diverse organisation, with a role that goes beyond that of an ordinary local authority. We have our own government (the oldest in the country, with origins pre-dating Parliament), our own Lord Mayor and independent police force.

As the governing body of the Square Mile, we are dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK. We aim to:

- Contribute to a flourishing society
- Support a thriving economy
- Shape outstanding environments

By strengthening the connections, capacity and character of the City, London and the UK for the benefit of people who live, work and visit here. Find out more about our vision in our [Corporate Plan](#).





# Destination Director

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**Would you like to be the architect of a world-class leisure offer for the City of London?**

The City of London Corporation works at the heart of the world's leading financial and business centre, but also celebrates an unrivalled 2000 years of history.

Combining centuries of tradition with cutting-edge innovation, the City Corporation offers a unique setting for your expertise. The Square Mile has been a centre for migration, trade, commerce, community and ritual since the Roman period, producing a melting pot of ideas, creativity and reinvention that thrives today.

Now, the City Corporation has ambitious plans to amplify this heritage as a leading destination for workers, visitors and residents alike – with a holistic business-leisure offer that takes its full place on the global stage.

**Destination Director | competitive salary + excellent pension and benefits**

With a reach spanning the organisation, and a mandate to draw on all teams in support of a City leisure offer, this exciting role has been created to drive a new 'destination' strategy for the Corporation. Under your leadership, the City will raise the bar, becoming known as a place of "must-do" events and a stimulating programme that is bold, exciting, sustainable and inclusive.

You will work with a wide network of partners drawn from business, retail, hospitality and cultural attractions, as well the GLA, London and Partners and local area BIDs, to ensure the promotion of the City as a global destination is high on the agenda. Collaborating with the Square Mile's leading attractions such as The Barbican, Museum of London, St Paul's, The Tower and others, you will deliver a compelling, curated programme of activity that reinforces the City's offer and reach.

By engaging and harnessing the expertise of our strong City Envoy Network, you will build and maintain lasting commercial partnerships and sponsorships to realise this vision, and drive up visitor footfall and spend to hit ambitious targets, supporting the City to be the most desirable place to locate people and business in the world.

## **About you**

To succeed in this role, you will have first-class experience of developing and delivering high impact place-marketing strategies in support of a world class brand. With sharp commercial acumen, you will have a strong track record in delivering successful audience strategies capable of increasing both footfall and spend. Key to this is your exceptional stakeholder management and ability to build and maintain critical relationships across the creative, private, public, and third sectors.

Media savvy, you will have experience of delivering high-profile cultural programmes and multi-faceted marketing and PR campaigns that maximise digital services to reach a wide audience. An excellent leader, you will have a strong track record of building high performing, creative teams and a style that empowers those around you to deliver.

For more information, or a confidential discussion about your suitability, please contact **Frazer Thouard** (07384 810 743) or **Jude Watters** (jude.watters@gatenbysanderson.com) from our retained partners at GatenbySanderson.

# Job Description

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## **Responsible to**

Executive Director, Innovation and Growth

## **Purpose of Post**

To lead development of a compelling leisure offer for the City that is aligned to that of its business proposition and sees its attractiveness as strong as its global competitors.

Develop and deliver a Destination strategy for the City, ensuring that everything about the execution – from the events staged, to the spirit of welcome and quality of promotion – is bold and exceptional. Activations and programmes will be inclusive and sustainable, engaging wide audiences, and providing something for workers, residents and visitors to enjoy.

To provide dynamic leadership to the team and take responsibility for delivering ambitious targets for visitor footfall and spend.

With a remit spanning the organisation, to galvanise support from across the City Corporation, making the case for a cross-departmental programme that sees other parts of the organisation play an active role in delivery of Destination work.

Represent the Destination agenda to Members, reporting to the Culture, Heritage and Libraries, Policy and Resources and other Committees as required, and make a strategic contribution to the work of the Executive Team.

To establish a wider network of partners e.g. government departments, the GLA, BIDs, retail, hospitality and attractions in delivery of the strategy. Leverage these relationships to drive the City up the agenda of promotion.

Work closely with Corporation assets and partners across the Square Mile (including the Museum of London, Barbican, Guildhall School, St Paul's, Tower Bridge, Monument and the Tower of London) to deliver a collaborative programme and mutually reinforce each other's offer and reach.

To proactively engage Destination influencers, develop and maintain a strong City Envoy Network that delivers lasting commercial partnerships and sponsorships.

Reporting to the Executive Director for Innovation & Growth, the post forms part of the senior management team for IG and is the primary contact for Members for the assets and programmes directly managed and for general leisure, culture and tourism matters across the City and London more generally.

# Job Description

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## Main Duties & Responsibilities

1. Lead the development of the Destination strategy for the City Corporation, commissioning, owning, developing, part-delivering, monitoring and reporting on the wider leisure offer and contributing to other corporate plans as required.
2. Lead and/or provide IG participation in cross-Corporation working groups and networks for support the Destination agenda and to develop the City's leisure offer.
3. Be the published lead officer for the City Corporation's collective offer across the Destination agenda, assuming the role of spokesperson and advocate for all related matters and championing the value and importance of leisure in its widest sense to the City, London and the nation. Solicit invitations and speak at industry events and conferences as part of this.
4. Specifically, champion the City's Corporation's collective leisure offer to the DCMS, British Council, Greater London Authority, London and Partners, London Boroughs, Arts Council England, Heritage Lottery Fund, VisitEngland, Visit Britain and other relevant bodies, ensuring it achieves maximum recognition for its contribution to London and national life; cultivate good relations at all levels within these organisations, generating support and endorsement for upcoming projects and programmes.
5. Represent the City Corporation and City in a cultural and touristic capacity on London and national boards and networks, representing City Corporation interests, demonstrating its support for London, and championing the City as a compelling and diverse cultural and visitor destination.
6. Be the City Corporation's primary contact for leisure, cultural and tourism consultations. Working with the Remembrancer's Department, as necessary, coordinate responses to requests for input from external bodies into local, London and national strategies, plans and enquiries, ensuring City Corporation interests are represented and articulating the case for tourism and culture in London.
7. Maintain an extensive knowledge of leisure, cultural and tourism provision across the City, London and the nation, identifying and developing opportunities for the City Corporation and the City (destination) to advance their profiles and grow audiences, aligning with the ambitions of the Destination Strategy. Secure and deliver City Corporation contributions to London and national celebrations, campaigns and sporting programmes as part of this, positioning the City and the City Corporation as major contributors to the cultural life of London and the nation
8. Locally, to be the "go to" contact for general leisure matters identifying and securing opportunities for collective working across the geographical City's offer, referring to and connecting in its major cultural institutions such as Barbican, Guildhall School, Museum of London and Tower Bridge as relevant.
9. Support the Chair of the City Envoy Network, providing meeting agendas, strategy updates, data and insight, and seeking/implementing counsel.
10. Be the lead representative for the City Corporation's memberships and subscriptions to leisure, cultural and tourism bodies such as London and Partners, the Association of Leading Visitor Attractions (ALVA) and other bodies; exploit these to achieve maximum benefit for the City destination and outlying City Corporation assets.
11. Work in partnership with the Culture Mile Manager to promote and contribute to the development of Culture Mile.
12. Assess and respond to applications for support for leisure and cultural programmes and projects in and around the City and London more widely, and to Member suggestions for involvement in such activities; detail the options and impact of decisions and their potential alignment with corporate strategy for relevant Committees and recommend the best course of action.



# Job Description

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13. Prepare and/or input into briefs for Members on leisure, cultural and touristic matters ahead of high-level meetings and conferences, and/or to support speeches at receptions and other events.
14. Reporting to the Executive Director of Innovation & Growth, and the CHL and P&R Committees, lead the following services and programmes, with responsibility for staffing, budgets, business operations, strategy and compliance:
  - a. Guildhall Galleries (Guildhall Art Gallery, London's Roman Amphitheatre, Great Hall tours, and Guildhall Library outdoor event collaborations)
  - b. Billingsgate Roman House and Baths;
  - c. City Information Centre, City Hosts and City Shuttle
  - d. The events programme
  - e. The City's Destination promotion and digital hub
15. Successfully deliver new ways of working including a matrix management model for the Gallery, ensuring opportunities to embed it within the heart of the destination programme are fully maximised.
16. Drive the use of data and insight in strategy development and a culture of evaluation and continuous improvement.
17. Under delegated authority agree, or recommend to the CHL and P&R Committees content for exhibitions, programmes, events and campaigns for the above-named assets and services with the Director of Communications and the Director of Major Projects (as well as the Remembrancer and Chief Commoner for Guildhall Yard), ensuring the good reputation of the City Corporation as the provider.
18. Identify and realise commercial revenue options in support of local risk budgets agreed for the above-named assets and programmes, and deliver sustainable business modelling for each, structuring teams, services and outputs to meet with efficiency targets and/or to support good growth.
19. In addition, deliver strategies to secure commercial partnerships and sponsorship.
20. Oversee a system of effective CRM to ensure partners/donors are appropriately stewarded, aligning with other parts of the Corporation as appropriate.
21. Direct the extensive publishing and PR programmes undertaken for the Destination Strategy and all assets, programmes and services cited under items 13 and 14, ensuring outputs (digital, social media and print) are aligned with customer, asset/programme and organisational needs and objectives, and that the good reputation of the City Corporation is reinforced through their broadcast and/or distribution, liaising with the Director Communications as required.
22. Deputise for the Executive Director of Innovation & Growth in his/her absence on all appropriate leisure / cultural / tourism matters.
23. Take a proactive role in the creation of the department's Business Plan, feeding in ideas and information.
24. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
25. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
26. undertake any other duties that may reasonably be requested appropriate to the grade.



# Person Specification



Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (A), interview (I) or test (T) as indicated below.

## Professional Qualifications / Relevant Education & Training

- Educated to degree level or equivalent in an appropriate field relating to leisure, touristic, cultural or heritage development and/or marketing. (A)
- Holder of an advanced-level marketing, PR or business qualification from a recognised professional body (eg CIM, CIPR), if first or postgraduate education is not of a marketing or business-related discipline. (A)

## Experience Required

- Significant experience of developing and delivering high impact leisure strategies, policies and plans to build/leverage a world class brand and drive footfall and sales. (A,I)
- Excellent stakeholder management skills with significant experience of building partnerships across creative, private, public and third sector organisations and the ability to gain the commitment and sponsorship of others to the City Corporation's vision and objectives. (A,I)
- Experience of delivering high-profile cultural programmes and multi-faceted PR and marketing campaigns, maximising digital services to grow audience reach. (A,I)
- Experience of delivering value for money against a budget of £3m (A,I)

## Technical Skills & Knowledge

- Has an excellent network of leisure, cultural and tourism contacts in London, the UK and abroad with experience of working as a spokesperson and of articulating ideas, projects and programmes to partners and the media. (A,I)
- Strong people management skills with experience of building an empowered and flexible team and the ability to gain the commitment of others to the City Corporation's vision and objectives. (A,I)

## Other Relevant Information

**Working Hours:** flexibility to work evenings and weekends as required (I)

## Recruitment – Note to Applicants

*The qualifications, experience and technical skills will be used in the decision making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.*

*Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.*

# How to apply

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**Closing date:** Midnight, Sunday 8<sup>th</sup> May

**Longlist meeting:** Week commencing 9<sup>th</sup> May

**Preliminary interviews with GatenbySanderson:** Monday 16<sup>th</sup>, Tuesday 17<sup>th</sup>

**Shortlist meeting:** Week commencing Thursday 16<sup>th</sup> May

**Final interviews:** Week commencing 23<sup>rd</sup> May

Please note that at interview stage you will be required to provide proof of identity. You may also be required to provide these documents should you be appointed.

**Please apply for the role via the GatenbySanderson website, following the instructions.**

To apply for the role, you will need to submit:

- A CV setting out your career history, with responsibilities and achievements
- A personal statement demonstrating how you meet the skills & requirements for the role, ideally in no more than two pages
- Details of two referees whom we would be able to contact at shortlist stage with your consent

Please also ensure you have completed and submitted the equal opportunities monitoring form provided. The information on the form will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

**Closing date for applications:** Midnight, Sunday 8<sup>th</sup> May

**The How to Apply section of the website provides clear instructions, although should you have any queries in relation to the application process, or you experience difficulties uploading your application, please do not hesitate to telephone the GatenbySanderson team on 020 7426 3960.**

If you have any queries regarding any aspect of the appointment process, need additional information or wish to have an informal and confidential discussion, then please contact Frazer Thouard (07384 810 743) or Jude Watters (jude.watters@gatenbysanderson.com) who will be pleased to be in touch.

GatenbySanderson will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

