London Treasury

Deputy Director, Business Development

Grade: Principal

Reporting to: CEO, London Treasury

Direct and indirect reports:

- Head of Marketing
- Oversees activities of the marketing team and collaborates closely with the investment team, other Deputy Directors, and the Chief Risk Officer (CRO)

This role is not subject to the Senior Managers & Certification Regime.

London Treasury

London Treasury's mission is to help local authorities achieve better outcomes from their investments and treasury management activities. Created as an arm's length subsidiary by the Greater London Authority (GLA), it addresses liquidity, treasury, net zero and SME investment challenges faced by its clients. London Treasury is authorised and regulated by the Financial Conduct Authority (FCA) to facilitate sharing its areas of expertise with the public sector.

Purpose of the Role

London Treasury is the principal portfolio manager for the London Treasury Liquidity Fund (LTLF), an innovative partnership which pools local authority cash, using scale to dilute management costs and unlock the benefits of resilience, specialist expertise and diversification. London Treasury's growth strategy centres around diversifying its client base beyond the GLA Group across its four service lines, and LTLF represents the primary opportunity to achieve this, with local authorities and mayoral or combined authorities as primary target audience to join the fund.

The Deputy Director, Business Development leads the strategy to expand the number of partners in LTLF; thereby not only diversifying the client base but also growing the assets under management (AUM). The post holder will drive growth by setting strategies to engage with London Treasury's core target market of local authorities and identify other opportunities to expand the reach of LTLF as well as London

Treasury's other service lines. Alongside the CEO and the Deputy Director, LTLF, they will also lead the management of key stakeholder relationships to maintain engagement and ensure retention of LTLF's current partners.

Key Responsibilities

Diversification of LTLF Limited Partners beyond the GLA Group and expansion opportunities across all service lines.

1. Define the business development strategy for LTLF to enable growth across the primary target market of UK local authorities as well as other potential market sectors that would benefit from LTLF's offering
2. Oversee the activities of the Marketing team to maximise their effectiveness across London Treasury's four service lines and ensure they align with the broader business development strategy
3. Lead on outreach activities through networking, industry events and other fora to establish awareness of London Treasury and the LTLF's offering.
4. Collaborate with the Deputy Directors across all service lines to identify opportunities to create connections

Development of the LTLF Pitch/Proposition

5. In collaboration with the Deputy Director, LTLF and the Senior Associates in the investment team, develop a fined-tuned proposition to address the pain points that local authorities face and enable them to overcome barriers to adoption of LTLF
6. Oversee the quality of documents in the LTLF data room and collaborate with the investment team to ensure they are of the highest quality. Provide input to the team on the contents and quality of the pitch book to ensure it is an effective business development tool

Relationship Management

7. Develop a Customer Relationship Management System to support the building of relationships with potential targets and maintain momentum. Establish

relationships with decision makers in each target local authority, liaising with Deputy Directors and Senior Associates across the business who may already have touch points within specific London boroughs or local authorities

8. Maintain and strengthen relationships with existing partners to maintain engagement and ensure high satisfaction

Strategy, Forecasting and KPI

9. Supervise the creation of the annual marketing strategy to support London Treasury's five-year strategy, defined milestones and the annual business plan

10. Define AUM growth forecasts and set actionable goals to achieve LTLF's growth targets

11. Develop a KPI Framework to report on progress to the London Treasury board and Executive Committee (ExCo) across key metrics of: revenue growth against targets, number of new clients acquired, pipeline creation growth and conversion rates, client retention and satisfaction scores

12. Over time, leverage the knowledge gained through the development and deployment of LTLF's business development strategy to support expansion opportunities across all four service lines

Collaboration

13. Work with the marketing team to align strategies for event and conference attendance, develop thought leadership, the production of collateral and reports for the ExCo and the London Treasury board

14. Develop other opportunities to promote LTLF and increase London Treasury's profile in its target markets

Required Skills & Qualifications

Experience

- Deep experience of senior stakeholder relationship management, ideally within local government and/or financial services, with the confidence and authority to represent London Treasury or its clients in high level meetings
- In depth understanding of treasury investment functions in local authorities or local government
- Demonstrable track record of delivering growth in clients, investor base or AUM or similar revenue generation role
- Understanding of the instruments included in LTLF's investment strategy such as money market instruments, residential mortgage-backed securities (RMBS) or illiquid investments across LTLF's strategic investments
- Previous experience of working within an FCA-regulated business would be useful

Skills

- Exceptional negotiation, persuasion, communication, and presentation skills
- Excellent networking skills
- Strong strategic planning skills

Attributes

- Highly self-motivated, results-oriented, and able to work independently

Tools

- Proficiency in MS Office core applications including PowerPoint and Excel

Education

- Relevant qualification (degree or professional qualification) or equivalent relevant experience

General Requirements – *Senior Leadership*

Organisational Leadership

Proven and demonstrable ability to:

1. **Leadership and Accountability:** Lead, motivate and develop a team. Be persuasive and confident, with the ability to represent the organisation at Board / Committee level.
2. **Collaboration:** Work effectively with team members, Delivery Group and Executive Committee, external partners and stakeholders.
3. **Decision-Making:** Make critical decisions that impact on the relevant area of responsibility. Consider various factors, including market trends, financial considerations, stakeholders, internal capabilities and data and analytics to inform decisions while also balancing them with insights and intuition to guide London Treasury toward success.
4. **Strategic Thinking:** Formulate and articulate a long-term vision for the team, business area and company, aligning the mission and goals throughout London Treasury.
5. **Problem-Solving:** Identify and resolve complex issues within London Treasury.

Stakeholder Relationships

6. Understands principal stakeholders for the business and demonstrates value added of London Treasury's services/work product.
7. **Client-Facing:** Approach and mindset demonstrate understanding of key client needs and expectations.

Resource Management

Proven and demonstrable ability to:

8. **Effectiveness and Productivity:** Streamline processes and implement strategies to enhance productivity, reduce costs and optimise operational efficiency. Effectively utilise resources to support overall business objectives.

9. **Initiative and Motivation:** Motivate, inspire and align direct reports behind team and wider shared corporate goals.

10. **Flexibility and Responsiveness:** Able to be flexible and manage change. Quickly responding to competing or changing priorities and deadlines.

Risk Management

Commitment to:

11. **Risk Assessment:** Take ownership of and commit to the risk management strategy for the organisation. Demonstrate a detailed understanding of the risks associated with the business area or operations. Identify and implement appropriate controls and mitigations with support from the CRO.

12. **Integrity:** Adhere to London Treasury's compliance manual, internal policies and other regulatory requirements, taking collective accountability for the same across the company. Undertake the role in accordance with London Treasury's policies and Code of Ethics and Standards.

Technical Competence

Proven and demonstrable:

13. **Technical:** Detailed understanding of the business or area of responsibility alongside knowledge of the wider organisational structure and activities of London Treasury. Evidence of a successful track record in the relevant area of expertise.

14. **CPD:** Commitment to continuous professional development.

Internal/External Communication Skills

15. **Communication:** Highly effective written communication style with proved ability to draft board-level reports, complex strategic advice, decision recommendations and internal guidance.

16. **Presentation:** Ability to communicate with clarity, empathy, and effectiveness to internal and external stakeholders. Able to articulate the vision, values, and goals

for their business area and the wider company to internal and external stakeholders.

Team Leadership

17. **Team Management:** Able to foster a positive work culture, aligning team with London Treasury's overall goals and ensuring that resources, both human and operational, are effectively utilised. Good awareness of team training needs, designing learning initiatives.

18. **Development Plans:** Commitment to take a personal interest in and support career and leadership development opportunities of direct reports, thereby ensuring team members are working to their full potential.

19. **Delegation:** Effective at assigning tasks and responsibilities to ensure the right team or individual is working on the correct workloads, processes or projects. Able to empower the team to take on more responsibilities.