

GREATER LONDON AUTHORITY

Mayor's Office

Appendix 1

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Jennette Arnold AM
Chair of the London Assembly
City Hall
The Queen's Walk
London SE1 2AA

Date:

13 AUG 2012

Dear Jennette


Section 67 (1) (b) appointment

I am writing to advise you of the appointment I have made under section 67 (1) (b) of the GLA Act 1999.

I have established the role of Mayoral Advisor, Team London, Volunteering, Charities and Sponsorship and will appoint Veronica Wadley with effect from 10 September 2012. The appointment was made on merit following an interview, which I chaired. My Chief of Staff and the GLA Head of Paid Service were also on the panel.

The salary for the role will be £95,000. Veronica has decided however that she would prefer to undertake the role without pay for the first year. The contract of employment will mirror the standard GLA terms of appointment. I have enclosed the job description for the role.

Yours ever,



Boris Johnson
Mayor of London

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Job Description – Mayor’s Senior Advisor - Team London, Volunteering, Charities & Sponsorship

Reports to: The Mayor’s Chief of Staff

1. To advise and lead on the construction, development and delivery of policy and strategy to meet the Mayor’s priorities in relation to volunteering.
2. To represent the Mayor as his principal advocate in engaging with all stakeholders able to contribute to the delivery of the Mayor’s commitments in relation to Team London.
3. To continue to build brand awareness for Team London, including the mass marketing of Mayoral flagship programmes that have been corporately/philanthropically funded to deliver social impact.
4. Lead the development and delivery of the Mayor’s priorities to promote positive volunteering and social action initiatives for London through Team London, with a clear emphasis on the delivery of focussed and reasonable achievements.
5. Develop & promote the Olympic and Paralympic volunteering legacy to deliver against the Mayor’s priorities.
6. To lead targeted engagement with the corporate partners on their CSR agendas, securing business partnerships, financial and in-kind support for social impact volunteering initiatives that deliver Team London’s priorities.
7. To engage & encourage philanthropic foundations to support/fund the Mayor’s social priorities as defined in his Team London strategy.
8. Through Team London utilise the convening power to support the third sector in identifying and capturing support, of all kinds, from corporate partners. Develop strategic relationships with the third sector to scale up existing funded initiatives that will support the delivery of Team London priorities.
9. To engage with the Mayor’s Fund for London on behalf of the Mayor, supporting the charity to continue to deliver its key priorities.
10. To act as the mayoral lead on sponsorship. Make contacts and work with the GLA Group and policy teams within the GLA to identify potential sponsors for GLA projects and programmes (particularly in relation to volunteering).
11. Develop strong relationships with key contacts within the GLA Group and around London and represent the Mayor on issues relevant to the role.
12. Lead on and engage proactively with Government, Boroughs, the voluntary community and the private sectors and other key stakeholders to realise and deliver the Mayor’s priorities across London.

Principal contacts: The Mayor, Deputy Mayors, Head of Paid Service, senior managers of the Authority and functional bodies, central government, other statutory agencies, universities and research institutes, and voluntary bodies

Accountable to: The Mayor's Chief of Staff

Personal qualities, skills and experience

1. Strong strategic skills, with an ability to propose and evaluate strategic options and to lead the policy debate in the areas covered. Well-developed analytical and problem-solving skills and ability to devise creative solutions to complex problems and issues.
2. Exceptional influencing and communications skills, with the ability to coalesce different constituencies around an agenda and to represent the Mayor and GLA's vision compellingly in public. Ability to engender maximum trust and confidence of the Mayor through the highest level of personal and professional integrity.
3. Ability to identify opportunities to promote London as a world player on the volunteering and to exploit this for the benefit of London.
4. Substantial experience of working and negotiating with key stakeholders at local, regional and national level.
5. Knowledge and understanding of operating in a complex political environment together with consultation and negotiation skills in order to seek to change opinion and influence political and other stakeholders.