

## **Job Description**

**Job title:** **Mayoral Director – Communications and External Affairs**

**Grade:** **Spot** **Post number: 001265**

**Directorate:** **Mayor's Office**

**Unit:** **Mayoral Appointee Reports to: The Mayor's Chief of Staff**

### **Job purpose**

- To develop and lead the media and communications strategy and policy development to support the priorities and objectives of the Mayor [and the GLA]
- To advise the Mayor on matters relating to media and communications.
- To manage a number of teams within the External Affairs Directorate and provide leadership to the Units in the Directorate (reporting to the Head of Paid Service on staffing issues).

### **Principal accountabilities**

1. Lead the development and implementation of the communications strategy to support Mayoral priorities and objectives.
2. Provide advice to the Mayor, Deputy Mayors and Executive Directors on all matters that may have a bearing on the media and communications policy of the Mayor, [the GLA] and Mayoral projects.
3. Lead the development and implementation of the Authority's media strategy that promotes a positive image of the Authority with local, regional and national media. To give strategic and tactical advice to the Mayor, Deputy Mayors and Executive Directors ensuring they are briefed and proactively advised on media issues, acting as the Authority's spokesperson as necessary.
4. Devise and implement media campaigns to support policy issues, working closely with senior GLA policy officials, the Mayor's office, and, as required, the functional bodies.
5. Develop good relationships with key contacts within the GLA Group and around London and represent the Mayor on issues relevant to the job.
6. Liaise and advise the Mayor, Deputy Mayors and senior managers on presentational issues and the Authority's position in relation to communication issues both filtered by the media and direct to the public.
7. Liaise with senior government and with London agencies on communications issues for major projects and events.

8. Lead on the development and implementation of media strategies for the [GLA's] press office, ensuring quality of output, service and advice.
9. Work with senior colleagues to meet pan-GLA requirements
10. Ensure that the job is conducted in such a manner as to meet the requirements of best value.
11. Manage allocated staff and resources in accordance with the Authority's policies and Code of Ethics and standards and to ensure that these are implemented and maintained in a demonstrable reasonable way.
12. Realise the benefits of London's diversity by promoting and enabling equality of opportunities and promoting the diverse needs and aspirations of London's communities.
13. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this post and participating in multi-disciplinary cross-department and cross-organisational groups and project teams.
14. Undertake any other duties as appropriate commensurate with the level and role of the job.

### **Person specification**

1. In depth knowledge and experience of the communications issues of a large organisation in London or similar city.
2. Significant experience of developing communications policies and strategy in a high profile organisation.
3. Substantial practical experience of working with and influencing the media at local, regional and national level.
4. A good understanding of complex political environments and significant experience at a high level in operating effectively within them.
5. Significant experience of leading value for money projects with proven ability to successfully manage significant change management issues.
6. Evidence of success in promoting policy through a variety of channels, including preparing reports, speeches, presentations and briefings on complex issues for a range of different audiences.
7. Ability to build, lead and contribute to effective teams and relationships to achieve a high level of performance.
8. Ability to demonstrate a high level of analytical and constructive thinking to cope with the varied and challenging situations required by the role.

9. An understanding of how the GLA's wish to take a strategic lead in combating discrimination and promoting equality of opportunity throughout London can be enhanced and supported by this role.

***Reasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.***

## **Behavioural Competencies**

### **Building and Managing Relationships**

... is developing rapport and working effectively with a diverse range of people, sharing knowledge and skills to deliver shared goals.

#### Level 4 indicators of effective performance

- Identifies and engages a diverse range of influential contacts within stakeholder and community groups, and partner organisations
- Builds alliances to establish mutually beneficial working arrangements, openly sharing knowledge and insights
- Actively challenges and addresses 'silo attitudes' to encourage effective relationship building inside and outside the GLA
- Understands the complexities of political dynamics and uses this to manage relationships and resolve conflict effectively
- Identifies clear win-win situations with external partners

### **Stakeholder Focus**

... is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others' expectations.

#### Level 4 indicators of effective performance

- Adapts objectives and the GLA's public facing position based on the context behind stakeholder needs and requests
- Builds the GLA's reputation as an organisation committed to meeting the needs of Londoners
- Manages partner organisations' and Londoners' expectations of the GLA by anticipating and influencing changing priorities
- Instils a culture that encourages GLA staff to think about meeting Londoners' needs first
- Builds the confidence of staff, partner organisations and Londoners by ensuring the GLA delivers quality work

### **Communicating and Influencing**

... is presenting information and arguments clearly and convincingly so that others see us as credible and articulate, and engage with us.

#### Level 4 indicators of effective performance

- Articulates self with credibility and conviction, encouraging buy-in to corporate position
- Influences the thinking of other organisations, encouraging them to deliver in line with the GLA

- Ensures that the organisation communicates inclusively with staff and external stakeholders
- Acts as a credible and convincing spokesperson and negotiator for the GLA
- Instils a corporate commitment to accessible communication

### **Strategic Thinking**

...is using an understanding of the bigger picture to uncover potential challenges and opportunities for the long term and turning these into a compelling vision for action.

#### Level 4 indicators of effective performance

- Develops a positive and compelling vision of London's future potential, demonstrating confidence in the strategic direction of the GLA
- Translates an understanding of the complex and diverse threats and issues facing London into positive action
- Proactively involves partners in strategic thinking, incorporating their views into plans and working with them to align strategic priorities
- Sets organisational priorities by identifying where time and investment is needed most
- Generates and leads strategic initiatives that reflect the GLA's position as a regional authority

### **Managing and Developing Performance**

... is setting high standards for oneself and others, guiding, motivating and developing them, to achieve high performance and meet the GLA's objectives and statutory obligations.

#### Level 4 indicators of effective performance

- Creates an organisation that learns from experience
- Sets clear organisational objectives, cascading challenging yet achievable deliverables to directorates
- Identifies strategic level performance indicators and communicates these clearly
- Leads and sets an example for desired behaviour and performance for GLA staff
- Instils a culture of high performance and outstanding results where staff are encouraged to perform to their best

### **Decision Making**

... is forming sound, evidence-based judgements, making choices, assessing risks to delivery, and taking accountability for results.

#### Level 4 indicators of effective performance

- Makes difficult decisions for the long term benefit of the organisation
- Presents and instills confidence in strategic decision-making
- Consults stakeholders early in critical organisation-wide decisions
- Stands by the decisions and actions of the GLA
- Accepts and promotes accountability for the GLA's decision making
- Ensures the organisation balances effective risk management with the need for timely actions

### **Organisational Awareness**

... is understanding and being sensitive to organisational dynamics, culture and politics across and beyond the GLA and shaping our approach accordingly.

#### Level 4 indicators of effective performance

- Focuses on the needs of Londoners, promoting organisational awareness of how they impact GLA priorities
- Anticipates and responds appropriately and professionally to political pressure, inspiring confidence and trust from politicians
- Shapes senior stakeholders' perceptions of the GLA, using their influence to support the GLA agenda
- Influences Londoners' perceptions of the GLA, using the Media where appropriate
- Leads the organisation by setting the highest standard in upholding integrity and ethical behaviour

#### **Responding to Pressure and Change**

... is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.

#### Level 4 indicators of effective performance

- Demonstrates resilience in the face of challenge from staff, media and partner organisations
- Promotes the GLA as a flexible organisation, responding to the changing needs of Londoners
- Shows positivity in the face of external pressure, minimising negative impact
- Drives a culture of continuous improvement
- Sets the direction for organisational development and ensures effective communication of change initiatives