

# GREATERLONDONAUTHORITY

## Role Profile

<b>Job title:</b>	Wayne Sullivan Communications Internship (11-month fixed-term contract)
<b>Bursary:</b>	£29,067 per annum
<b>Directorate:</b>	Strategy and Communications & Mayor's Office
<b>Unit:</b>	External Relations & Mayor's Office Communications
<b>Teams:</b>	Mayor's Press Office, Marketing, Events & Digital Communications, Mayor's Office Communications

## Purpose of post

The Wayne Sullivan Communications Internship is aimed at students from marginalised racial and ethnic communities interested in pursuing a career in PR, marketing, events or digital communications. These groups are under-represented regionally, and nationally, in PR which is why this scheme was created (in accordance with s.158 of the Equality Act 2010). The roles are aimed at people who are interested in pursuing a career in PR, marketing, events or digital communications but who lack the experience to achieve a permanent role.

Five interns will be appointed at any one time and internships will last 11 months in total.

Internship placements are offered in four of our teams within the External Relations unit: Press Office, Marketing, Events and Digital Communications. A fifth role is offered within the Mayor's Office communications team, in news media/PR and digital media, content & partnerships.

The External Relations and Mayor's Office teams work closely together to plan and deliver a wide range of communications to Londoners on behalf of the Mayor.

Interns will be based in one of the four External Relations teams and, for the second half of their placement, will join a second team, gaining in-depth experience working in two key communications disciplines and splitting their 11 month placement evenly between them.

This could include joining the Press team, responsible for promoting the high-profile work of the Mayor of London and dealing with a wide range of media. Or immersing themselves in the busy Marketing and Digital Communications teams, which devise creative, impactful campaigns and engage Londoners via a suite of digital platforms. Or being part of the in-demand Events team, delivering a wide range of large-scale events at City Hall, Trafalgar Square and venues around the capital.

The Intern based in the Mayor's Office communications team will split their placement between two teams within the unit – news media/PR and digital media, content & partnerships. They will work closely and collaboratively with the External Relations teams.

Interns will develop high quality written and verbal skills, knowledge and understanding of how the media works, of using digital communications to engage with audiences and invaluable experience of working on integrated media relations and digital marketing campaigns.

### **Overall Learning Objectives**

The internship will provide the post holder with first-hand experience working in a busy press office, delivering marketing and digital communications campaigns and large-scale events.

They will develop an understanding of how City Hall works and the role of the press, marketing, events and digital communications teams within the GLA's working environment.

The internship will provide a supportive environment in which individuals can practice and develop the skills required for future success in the PR, digital and marketing industries.

### **Specific Learning Objectives**

Throughout the internship the post-holder will have opportunities to shadow professional officers, provide support to the teams and undertake hands-on activity to allow them to practice and develop key skills and experience.

#### Mayor's Press Office

1. Learn how to implement a wide range of media strategies and support the press team to proactively generate news coverage, including writing press releases, articles and briefings.
2. Contribute to the co-ordination and planning of media events and announcements and develop an understanding of the media environment.
3. Learn how to deal with media inquiries effectively and accurately.
4. Contribute to the team's forward planning and assist in maintaining a media grid.
5. Contribute to the monitoring of news relevant to the Mayor and City Hall and learn how to effectively rebut inaccurate coverage.

#### Marketing

1. Learn project support skills and techniques to support and assist in the delivery and evaluation of the GLA's integrated marketing and communications plans
2. Practice planning, executing and delivering small scale integrated marketing campaigns for GLA led and supported projects, overseen by the marketing team.
3. Support the team by producing, maintaining and distributing project documentation such as action plans, project plans, budgets and meeting notes, booking rooms and assisting with data entry
4. Learn how to develop timing plans for projects and track progress against marketing plans and project plans, communicating with the project team members to ensure deadlines are met

5. Learn and practice digital techniques to support the team, including developing good content informed by analytics across social media, email, web and video to meet strategic purposes.
6. Understand how to develop good working relationships with the GLA's network of suppliers, internal and external stakeholders

### Digital Communications

1. Learn how to create, tailor, and optimise engaging digital content across multiple platforms, ensuring alignment with the GLA's brand and tone of voice.
2. Develop skills in planning, publishing, and monitoring content across social media platforms, including community management and engagement.
3. Learn how to track, interpret, and report on digital performance metrics using analytics tools to optimise content and campaigns.
4. Gain experience in drafting, designing, and analysing email campaigns to improve audience engagement and communication.
5. Support the development of integrated digital campaigns, collaborating with designers and agencies to create compelling assets.
6. Develop a basic understanding of paid digital campaigns including audience segmentation, targeting principles and impact measurement.
7. Understand best practices and regulations for creating accessible digital content that meets public sector standards.

### Events for London

1. Learn how events are planned from event scoping through to delivery, with a focus on project management.
2. Learn the importance of a multi-agency approach to the planning and delivery of events in London through stakeholder management and the Safety Advisory Group process.
3. Attend events and learn how they are delivered on the ground, providing support to project leads. Events will include Diwali, New Year's Eve, People's Question Time, St Patrick's Day etc.
4. Undertake research to source artists and performers, stalls, contributors and potential partners to support the creative development of events.
5. Support project leads to ensure all events are effectively evaluated including collation of market research, debriefs and reports.
6. Understand the importance of marketing and promotion for events through liaison and working with the GLA marketing, digicomms and web experience teams.

## Mayor's Office Communications: Digital Media, Content, and News Media

### Digital Media, Content & Partnerships

1. Learn how to create, tailor, and optimise engaging digital content across multiple platforms, ensuring alignment with the Mayor of London brand and tone of voice.
2. Develop skills in planning, publishing, and monitoring content across social media platforms, including community management and engagement.
3. Learn how to track, interpret, and report on digital performance metrics using analytics tools to optimise content and campaigns.
4. Understand best practices and regulations for creating accessible digital content that meets public sector standards.
5. Undertake research to source contributors, content creators, influencers, and potential partners (including podcasts) to support the amplification of Mayoral communications.

### News Media, Content & PR

1. Learn how to plan Mayoral events, visits and partnerships, and how these are planned from scoping through to delivery.
2. Attend Mayoral events, visits and partnerships and learn how they are delivered on the ground, providing support to project lead.
3. Learn how to plan and amplify Mayoral events, visits and partnerships across a wide variety of media, extending reach and delivering content across both traditional and non-traditional channels, with a focus on digital and social reach.
4. Support comms leads to ensure interventions are effectively evaluated including collation of market research, debriefs and reports.

### General

1. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary cross-department and cross-organisational groups and task teams
2. 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

### **Key contacts**

**Accountable to:** Head of Media, Head of Marketing Campaigns, Head of Digital Communications, Head of Events, Mayoral Head of Marketing & Brand Strategy, Senior Adviser to the Mayor, Digital Media and Partnerships, Senior Adviser to the Mayor, News Media

**Accountable for:** Resources allocated to the post

**Principal contacts:** Staff within the Mayor's Office and External Relations unit

## **Skills and experience required**

- Undergraduate or recent graduate of African, African-Caribbean, Asian or Chinese origin, or a combination of the above on track to receive, or has already received, a 2:2 in any degree; **or** no more than one year's experience in media, PR, marketing or other related field.
- A demonstrable interest in media, PR, marketing or digital communications and in developing a career in these industries.
- Verbal and written skills appropriate to communicate clearly, effectively and confidently with a wide range of media, staff and managers.
- Ability to use a wide range of digital communications channels and information systems and competent in the use of Office and Outlook software.
- Knowledge and understanding of the media and particularly its reporting of London issues.
- Excellent time management skills to plan and prioritise personal workload effectively and the ability to work collaboratively with team members.

## **Behavioural competencies post holder will develop**

### **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 1 indicators of effective performance

- Listens to understand requirements without making assumptions
- Demonstrates an enthusiastic and 'can do attitude' to all requests
- Provides timely, accurate and personalised responses
- Provides a polite and helpful first point of contact for stakeholders
- Learns from feedback to improve personal service to others

### **Communicating & Influencing**

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

#### Level 1 indicators of effective performance

- Represents self and team positively within the organisation
- Speaks and writes clearly and succinctly using appropriate language that is easy to understand
- Considers the target audience, adapting style and communication method accordingly
- Communicates persuasively and confidently
- Checks for understanding

### **Planning and Organising**

... is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches

to deliver work on time and to a high standard

#### Level 1 indicators of effective performance

- Plans and prioritises own workload to meet agreed deadlines
- Advises colleagues or manager early of obstacles to work delivery
- Perseveres and follows work through to completion
- Checks for errors to ensure work is delivered to a high standard first time
- Effectively juggles priorities

### **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 1 indicators of effective performance

- Stays calm in pressurised and demanding situations
- Responds flexibly to changing circumstances
- Recognises when unable to cope and asks others for help
- Demonstrates openness to changing work priorities and deadlines
- Maintains personal well-being and achieves a balance between work and home life

### **Organisational awareness**

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

#### Level 1 indicators of effective performance

- Understands the structure and statutory responsibilities of the GLA
- Understands how own role and work contributes to team and organisational objectives
- Understands the role of the GLA, the Mayor and the Assembly in relation to Londoners Is sensitive to the culture and political context of the GLA and uses it to work effectively
- Treats GLA information as sensitive and confidential

### **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 1 indicators of effective performance

- Keeps up to date with new processes and information in own role
- Seeks opportunities to develop, taking responsibility for own personal development plan
- Takes a methodical and consistent approach to completing work in line with personal objectives
- Seeks clarity on objectives, ensuring a good understanding of expectations
- Openly shares constructive feedback, supporting the delivery of own and others' work.

**Reasonable adjustments**

We are committed to providing reasonable adjustments throughout our recruitment process and we will always endeavour to be as accommodating as possible. If you would like to discuss any specific requirements, please contact Jo Durham at [jo.durham@london.gov.uk](mailto:jo.durham@london.gov.uk).

**Disability Confident Employer**

Please note we are a Disability Confident Employer so for candidates who wish to be considered under the scheme and meet the essential criteria, they will automatically be invited to interview. Please note, should you require any adjustments through the process, we will accommodate as much as possible. Please contact the recruitment team for further information if required.

This role will be based at City Hall, in the Royal Docks (Kamal Chunchie Way, London, E16 1ZE). GLA staff are hybrid working 2-3 days a week in our offices and remotely depending on their role. As part of this, you will need to split your time between home working and coming into the office.