Marketing

Date of review
Date of next review

08/10/2015 08/01/2016

Risk description and impact	B. 1	Inherent risk assessment				Deadline		Residual risk assessment		
	Risk owner	Prob.	Impact	Overall	Control measures / Actions	/Completed	Action owner	Prob.	Impact	Overall
Insufficient capacity within Marketing Team to deliver BAU marketing and 2016 Mayoral Election projects.	Senior Mgr, Marketing	4	4	16	Continue to push for additional resources to cover elections work	Ongoing	Senior Mgr, Marketing	3	4	12
MEC contract ends 31 Dec 2015. Contract managed by TfL, inc. procurement of new supplier. Risk is that new supplier does not fulfill the GLA's needs.	Senior Mgr, Marketing	2	3	6	NT to discuss with TfL in regular meeting and Marketing Manager to work with Mandy on procurement strategy.	2015 - February 2016	Senior Mgr, Marketing	2	2	4
Lack of capacity within Creative team to deliver BAU and 2016 Moyoral Election projects plus others	Senior Mgr, Marketing	2	3	6	Currently there is an additional designer on a six month contract due to end March 2015. Ideally, the post should be made permanent, or contract extended	Present - March 2016	Senior Mgr, Marketing	2	2	4
CDS print management contract with TfL	Senior Mgr, Marketing	3	3	9	Decision on whether using this model meets the needs of the GLA. At minimum there needs to be in place a service level agreement established which should include more flexibiliity, liaising direct with suppliers and quality control	Ongoing	Senior Mgr, Marketing	2	2	4
MEC contract ends 31 Dec 2015. We are currently working with them to plan the elections marketing campaign. Although a contract extension is in place until March 2016 we are waiting confirmation that we can legally continue to use them upon procurement of a new media agency. By using social media as an organisation there is a risk to the GLA's reputation should members of staff post inappropriate or abusive message on these channels.	Marketing	2	4	8	PM is talking to TfL to confirm whether we can contiue to use MEC for the Elections marketing campaign unti May 2016. TfL are keen to maintain consistency too and are due to get back to me shortly.	Ongoing	Senior Mgr, Marketing	2	3	6
	Senior Mgr, Marketing	1	3	3	Having clear, set social media guidelines; all staff adhering to the GLA's Use of Resources guidance; ensuring all staff are reminded of these rules around sensitive times, such as pre-election periods; meeting monthly with all social media channel managers to discuss upcoming content; monitoring channels on a daily basis	Ongoing	Senior Mgr, Marketing	1	2	2