

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA231017-1613

19 February 2018

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 23 October 2017. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

1) The budget for your council's press office/media department in 2011/12, 2012/13, 2013/14, 2015/16 and 2016/17

2) The headcount of staff employed in your council's press office/media department in 2011/12, 2012/13, 2013/14, 2015/16 and 2016/17

3) A structure chart and job descriptions and salary bands for the media relations/press office team currently employed by your council.

Because your request refers to councils, I should make it clear that the GLA is London's strategic government and does not operate in the same way as local authorities. For information about London's local authorities you would need to contact the individual local Borough Councils: <https://www.london.gov.uk/in-my-area>.

Please find attached the information we hold within the scope of your request. Our responses to your requests are as follows:

1) The budget for your council's press office/media department in 2011/12, 2012/13, 2013/14, 2015/16 and 2016/17

		2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Directorate	Unit	£000	£000	£000	£000	£000	£000
External Affairs	Press Office (Mayor's Media Relations & Monitoring)	838	838	833	741	719	733
Assembly & Secretariat	Assembly's Press Office	611	531	572	487	487	493
Total		1,449	1,369	1,405	1,228	1,206	1,226

2) The headcount of staff employed in your council's press office/media department in 2011/12, 2012/13, 2013/14, 2015/16 and 2016/17

Year	Headcount
2011/12	22
2012/13	20
2013/14	20
2014/15	22
2015/16	20
2016/17	23

3) A structure chart and job descriptions and salary bands for the media relations/press office team currently employed by your council.

Our structure charts are published [here](#). Please see attached job descriptions and our salary bands are published [here](#).

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA231017-1613.

Yours sincerely

Ruth Phillips
Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:
<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

Job Description

Job title: External Relations Manager

Grade: 11 **Post number:** GLA2774

Directorate: Secretariat

Unit: Scrutiny

Job purpose

Devise, implement and manage targeted external relations strategies and plans for the London Assembly in order to maximise the impact of the Assembly's work.

Provide the London Assembly and Secretariat with Media, Communications and Public Affairs expertise, to raise the profile, credibility and influence of the London Assembly and its Committees.

The External Relations Manager will be responsible for leading and overseeing the delivery of external relations plans for the London Assembly, ensuring consistency of approach across workstreams, reporting on performance and evaluating suitability of chosen approaches.

Principal accountabilities

1. Lead the team in developing innovative and effective external relations plans to ensure that the London Assembly is maximising its impact and achieving its goals of holding the Mayor to account and representing the views of Londoners.
2. Support the Head of Scrutiny in planning and delivering the Assembly's external relations function, working with other staff in the Secretariat to develop proactive, integrated and influential impact strategies for the work of the London Assembly and its Committees.
3. Oversee the development and implementation of communications plans across traditional and social media, websites, visual channels and emerging technologies, taking full advantage of the opportunities offered by digital engagement.
4. Through mapping and analysis of stakeholder engagement, ensure that all communications and public affairs strategies shape and influence debate, are appropriate for the audiences that the Assembly is trying to reach and that the focus is always on the impact the Assembly is trying to achieve.
5. Take a rigorous approach to planning and management, ensuring that objectives are clearly defined and appropriate performance management processes are in place, propositions are based on impact and effectiveness, appropriate strategies are defined and effective project management processes are in place throughout the entire project lifecycle, including follow up.
6. Integrate the work of the External Relations Team into the planning activities of the work of the Assembly, liaising with other staff and Assembly Members, as appropriate and take responsibility for forward planning of work and understanding future needs.
7. Identify and take advantage of all opportunities for maximising the impact of the Assembly's work and opportunities to shape and influence debates, including events, speaking opportunities, conferences, opinion pieces and other journal articles.
8. Oversee the provision of support and advice to the Chair, Deputy Chair and Assembly Members on the external relations aspects of their Assembly responsibilities.
9. Contribute to evaluation programmes; reporting on performance on a short and long term basis, and the effectiveness of the strategies used.
10. Manage the provision of a media service for GLA elections.
11. Ensure effective management and development of the team by formulating clear team and staff objectives and targets, appropriate staff development programmes and sound performance management practices
12. Manage resources allocated to the job in accordance with the Authority's policies and code of Ethics and Standards.
13. 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 teams
14. 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 Scrutiny

Accountable for: External Relations Officers and Resources allocated to the job

Principal contacts: Chair, Committee Chairs, Group Leaders, Assembly Members, Senior Managers of the GLA.

Person Specification**Technical requirements/experience/qualifications**

1. Successful track record of developing and delivering a broad range of external relations strategies, initiatives and techniques to achieve the desired impact.
2. Proven impact in supporting organisations to shape and influence policy formulation by improving their profile and credibility.
3. Knowledge and understanding of the media and experience of using different communication approaches to promote strategic policies and priorities
4. Knowledge and understanding of the political landscape in London and the issues facing a major world city.
5. Evidence of the ability to write concisely and fluently
6. Experience of measuring and recording the impacts of communications strategy.

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 3 indicators of effective performance

- Actively engages partners and encourages others to build relationships that support GLA objectives
- Understands and recognises the contributions that staff at all levels make to delivering priorities
- Proactively manages partner relationships, preventing or resolving any conflict
- Adapts style to work effectively with partners, building consensus, trust and respect
- Delivers objectives by bringing together diverse stakeholders to work effectively in partnership.

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 3 indicators of effective performance

- Understands diverse stakeholder needs and tailors team deliverables accordingly
- Is a role model to others, encouraging them to think of Londoners first
- Manages stakeholder expectations, so they are high but realistic
- Removes barriers to understanding the needs of diverse stakeholders, including hard to reach groups
- Focuses own and team's efforts on delivering a quality and committed service

Communicating and Influencing

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

Level 3 indicators of effective performance

- Encourages and supports teams in engaging in transparent and inclusive communication
- Influences others and gains buy-in using compelling, well thought through arguments
- Negotiates effectively to deliver GLA priorities
- Synthesises the complex viewpoints of others, recognises where compromise is necessary and brokers agreement
- Advocates positively for the GLA both within and outside the organisation.

Decision Making

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

Level 3 indicators of effective performance

- Makes sound decisions quickly on behalf of the GLA when a situation requires intervention
- Takes responsibility for team decisions, providing rationale when those decisions are questioned
- Involves senior stakeholders early in decisions that impact them
- Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
- Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

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 3 indicators of effective performance

- Monitors allocation of resources, anticipating changing requirements that may impact work delivery
- Ensures evaluation processes are in place to measure project benefits
- Gains buy-in and commitment to project delivery from diverse stakeholders
- Implements quality measures to ensure directorate output is of a high standard
- Translates political vision into action plans and deliverables

Organisational Awareness

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

Level 3 indicators of effective performance

- Uses understanding of differences between the GLA and its partners to improve working relationships
- Helps others understand the GLA and the complex environment in which it operates
- Translates changing political agendas into tangible actions
- Considers the diverse needs of Londoners in formulating GLA objectives
- Helps others understand how the media and external perceptions of the GLA influence work

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 3 indicators of effective performance

- Clarifies direction and adapts to changing priorities and uncertain times
- Minimises the pressure of change for the directorate, lessening the impact for the team
- Uses change as an opportunity to improve ways of working, encouraging others' buy-in
- Keeps staff motivated and engaged during times of change, promoting the benefits
- Takes ownership for communicating change initiatives clearly, ensuring smooth implementation

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 3 indicators of effective performance

- Motivates and inspires others to perform to their best, recognising and valuing their work and encouraging them to learn and reflect.
- Sets clear direction and expectations and enables others to interpret competing priorities
- Agrees and monitors challenging, achievable performance objectives in line with GLA priorities
- Manages performance issues effectively to avoid adverse impact on team morale and performance
- Promotes a positive team culture that respects diversity and deals with barriers to inclusion.

Political Restriction

This job is 'politically restricted' under the Local Government and Housing Act 1989

Working Pattern**Reasonable Adjustment**

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

Job Description

Job title: External Relations Officer

Grade: 8 **Post number:** GLA2775, GLA2776, GLA2777

Directorate: Secretariat

Unit: Scrutiny

Job purpose

Devise and implement targeted external relations plans for the London Assembly and its Committees in order to maximise the impact of the Assembly's work.

Principal accountabilities

1. Develop innovative and effective external relations plans for projects undertaken by the London Assembly to ensure that the Assembly is maximising its impact and achieving its goals of holding the Mayor to account and representing the views of Londoners.
2. Work with Assembly Members and other staff in the Secretariat to develop, plan and deliver integrated impact strategies for the work of London Assembly Committees.
3. Develop and implement external relations plans to maximise the impact of the work of the London Assembly and its Committees, including events, speeches, press articles, websites, visual channels and emerging technologies, taking full advantage of the opportunities offered by digital engagement.
4. Respond to media and events enquiries and coordinate requests for interviews and speaking opportunities with Assembly Members.
5. Through mapping and analysis of stakeholder engagement, ensure that all communications and public affairs strategies shape and influence debate, are appropriate for the audiences that the Assembly is trying to reach and that the focus is always on the impact the Assembly is trying to achieve.
6. Take a rigorous approach to external relations planning and management, ensuring propositions are based on impact and effectiveness, appropriate strategies are defined and effective project management processes are in place throughout the entire project lifecycle, including follow up.
7. Provide support and advice to the Chair, Deputy Chair and Assembly Members on the external relations aspects of their Assembly responsibilities.
8. Support the provision of a media service for Greater London Authority elections.
9. Manage resources allocated to the job in accordance with the Authority's policies and code of Ethics and Standards.
10. 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 tasks teams.
11. 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: External Relations Manager

Accountable for: Resources allocated for the job

Principal contacts: Chair, Committee Chairs, Group Leaders, Assembly Members, Senior Managers and staff in the Secretariat

Person Specification**Technical requirements/experience/qualifications**

1. Experience of delivering a broad range of external relations strategies, initiatives and techniques to achieve the desired impact.
2. Experience and understanding of how organisations increase their influence on the policy issues that matter to them.
3. Knowledge and understanding of the media and experience of using different media to promote strategic policies and priorities.
4. Knowledge and understanding of London and the issues facing a major world city.
5. Evidence of the ability to write concisely and fluently.
6. Experience of measuring and recording the impacts of external relations strategies.

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 2 indicators of effective performance

- Develops new professional relationships
- Understands the needs of others, the constraints they face and the levers to their engagement
- Understands differences, anticipates areas of conflict and takes action
- Fosters an environment where others feel respected
- Identifies opportunities for joint working to minimise duplication and deliver shared goals

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 2 indicators of effective performance

- Seeks to understand requirements, gathering extra information when needs are not clear
- Presents the GLA positively by interacting effectively with stakeholders
- Delivers a timely and accurate service
- Understands the differing needs of stakeholders and adapts own service accordingly
- Seeks and uses feedback from a variety of sources to improve the GLA's service to Londoners

Communicating and Influencing

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

Level 2 indicators of effective performance

- Communicates openly and inclusively with internal and external stakeholders
- Clearly articulates the key points of an argument, both in verbal and written communication
- Persuades others, using evidence based knowledge, modifying approach to deliver message effectively
- Challenges the views of others in an open and constructive way
- Presents a credible and positive image both internally and externally

Decision Making

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

Level 2 indicators of effective performance

- Takes decisions as necessary on the basis of the information available
- Makes decisions without unnecessarily referring to others
- Involves and consults internal and external stakeholders early in decisions that impact them
- Identifies potential barriers to decision making and initiates action to move a situation forward
- Demonstrates awareness of the GLA's decision making processes and how to use them

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 2 indicators of effective performance

- Prioritises work in line with key team or project deliverables
- Makes contingency plans to account for changing work priorities, deadlines and milestones
- Identifies and consults with sponsors or stakeholders in planning work
- Pays close attention to detail, ensuring team's work is delivered to a high standard
- Negotiates realistic timescales for work delivery, ensuring team deliverables can be met

Problem Solving

...is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions

Level 2 indicators of effective performance

- Processes and distils a variety of information to understand a problem fully
- Proposes options for solutions to presented problems
- Builds on the ideas of others to encourage creative problem solving
- Thinks laterally about own work, considering different ways to approach

- problems
- Seeks the opinions and experiences of others to understand different approaches to problem solving

Organisational Awareness

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

Level 2 indicators of effective performance

- Challenges unethical behaviour
- Uses understanding of the GLA's complex partnership arrangements to deliver effectively
- Recognises how political changes and sensitivities impact on own and team's work
- Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
- Follows the GLA's position in the media and understands how it impacts on work

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 2 indicators of effective performance

- Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
- Anticipates and adapts flexibly to changing requirements
- Uses challenges as an opportunity to learn and improve
- Participates fully and encourages others to engage in change initiatives
- Manages team's well-being, supporting them to cope with pressure and change

Political Restriction

This job is 'politically restricted' under the Local Government and Housing Act 1989

Working Pattern

Reasonable Adjustment

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

Job description

Job Title: Head of Media (Mayor's Press Office)

Grade: 13

Directorate: External Affairs

Job purpose

Provide strategic media and communications advice and services to the Mayor, the Mayor's advisors and senior officers.

Principal accountabilities

1. Provide advice and expertise on media & communications strategy, advise on new developments and strategies and give guidance on best practice.
2. Co-ordinate the strategic direction and output of the press team to ensure effective communication of the work of the Mayor and an efficient 24/7 service to the media.
3. Take a lead role in ensuring London's communications preparedness for a major incident and co-ordinate an effective and efficient media response in the event of an incident affecting London, including close liaison with the Mayor's Office, London Resilience, police and other emergency services and the GLA group.
4. Write and edit articles, briefings and statements on behalf of the Mayor.
5. Manage staff and resources allocated to the job in accordance with the GLA's policies, realising the benefits of a flexible approach to work, and participating in corporate groups and project teams.
6. Manage financial matters relating to the press office including budget preparation and monitoring.
7. Accompany the Mayor to media events, interviews and other engagements as required.
8. Be available during evenings and weekends as required to ensure the press team provides an efficient reactive response to breaking news stories and media queries, and advise the Mayor and senior team.
9. Develop and maintain relationships with a network of key internal and external contacts, including media, in order to ensure effective communication of the Mayor's policies and strategies.
10. Deputise for the Director of Communications where required.

11. 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.
12. Develop and maintain management information and performance monitoring systems to achieve continuous improvement.

Key relationships

Accountable to:	Head of Paid Service
Accountable for:	Resources, services and staff allocated to the job
Principal contacts:	Director of Communications, Mayoral advisors & deputy mayors, press officers, other officers of the GLA and functional bodies, contractors, and external media organisations.

Person specification

1. Technical requirements/experience

- Significant experience and a proven track record of successfully delivering a broad range of media services within a high profile organisation.
- Extensive knowledge of the media – particularly with regard to London - and demonstrable experience of targeting a broad range of different media to promote strategic policies and priorities.
- Knowledge and understanding of London and the issues facing a major world city.
- Evidence of the ability to write concisely and fluently.
- Proven experience of successfully managing a large team.

2. 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 3 indicators of effective performance

- Actively engages partners and encourages others to build relationships that support GLA objectives
- Understands and recognises the contributions that staff at all levels make to delivering priorities
- Proactively manages partner relationships, preventing or resolving any conflict

- Adapts style to work effectively with partners, building consensus, trust and respect Delivers objectives by bringing together diverse stakeholders to work effectively in partnership

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 3 indicators of effective performance

- Motivates and inspires others to perform to their best, recognising and valuing their work and encouraging them to learn and reflect
- Sets clear direction and expectations and enables others to interpret competing priorities
- Agrees and monitors challenging, achievable performance objectives in line with GLA priorities
- Manages performance issues effectively to avoid adverse impact on team morale and performance
- Promotes a positive team culture that respects diversity and deals with barriers to inclusion

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 instils 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

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 4 indicators of effective performance

- Takes accountability for monitoring delivery of the GLA's commitments
- Uses quality assurance processes across the organisation as a feedback mechanism to improve performance
- Takes responsibility for ensuring tools and techniques are available for the effective management of programmes
- Realigns GLA objectives to respond to changing external and internal agendas
- Uses feedback from all sectors as a performance measure for GLA work

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 3 indicators of effective performance

- Clarifies direction and adapts to changing priorities and uncertain times
- Minimises the pressure of change for the directorate, lessening the impact for the team
- Uses change as an opportunity to improve ways of working, encouraging others' buy-in
- Keeps staff motivated and engaged during times of change, promoting the benefits Takes ownership for communicating change initiatives clearly, ensuring smooth implementation

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

Job description

Job Title: Deputy Head of Media (Mayor's Press Office)

Grade: 9

Directorate: External Affairs

Job purpose

1. Develop, implement and sustain the Mayor's and GLA's corporate media strategy using appropriate political awareness.
2. Use and advise upon effective proactive skills to communicate the Mayor's decisions, policies and strategies to a wide range of media organisations.
3. Supervise press office staff and assist in the co-ordination of the work of the press office team to ensure effective and efficient communication with the media.
4. Deputise for the Chief Press office and Director of External Affairs where necessary.
5. Provide advice and expertise on communications policy, advise on new developments and strategies and give guidance on best practice.

Principal accountabilities

1. Assist the Chief Press Officer in taking an active role with communication work of London resilience and any necessary work in relation to London's preparedness. Assist with co-ordinating an effective and efficient press office response to a major or catastrophic incident affecting London, including close liaison with the Mayor's Office, London Resilience, police and other emergency services and the GLA Group.
2. Assist where necessary with financial matters relating to the press office including budget preparation and monitoring.
3. Develop, implement and sustain the Mayor's and GLA's corporate media strategy using appropriate political awareness.
4. Use and advise upon effective proactive skills to communicate the Mayor's decisions, policies and strategies to a wide range of media organisations.
5. Use political awareness and communications skills to develop and implement a wide range of media strategies covering specialist areas of the Mayor's decisions, policies and strategies.

6. Accompany the Mayor to appropriate external engagements and ensure effective media management.
7. Develop and maintain relationships with a network of key external contacts, including media, in order to ensure effective communication of the Mayor's policies and strategies.
8. Take an active part in the 24- hour, seven day a week rota provided by the press office.
9. Contribute to the maintenance of the press office media grid and regular updating of the GLA website and its media centre.

Key relationships

Accountable to:	Head of Media
Accountable for:	Staff and resources allocated to the job.
Principal contacts:	Director of External Affairs, Head of Media, senior press officers, press officers, the Mayor, mayoral advisors, media, senior GLA managers public liaison team, and external organisations.

Person specification

1. Technical requirements/experience

- Significant experience (typically over three years) and a proven track record of success of co-ordinating, developing and implementing media and public relations activities, ideally in a political or complex organisation.
- Knowledge and understanding of the media and experience of using different media to promote strategic policies and priorities.
- Knowledge and understanding of London and the issues facing a major world city.
- Evidence of the ability to write concisely and fluently.

2.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 3 indicators of effective performance

- Actively engages partners and encourages others to build relationships that support GLA objectives
- Understands and recognises the contributions that staff at all levels make to delivering priorities
- Proactively manages partner relationships, preventing or resolving any conflict

Adapts style to work effectively with partners, building consensus, trust and respect

Delivers objectives by bringing together diverse stakeholders to work effectively in partnership

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 3 indicators of effective performance

- Encourages and supports teams in engaging in transparent and inclusive communication
- Influences others and gains buy-in using compelling, well thought through arguments Negotiates effectively to deliver GLA priorities
- Synthesises the complex viewpoints of others, recognises where compromise is necessary and brokers agreement
- Advocates positively for the GLA both within and outside the organisation

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 2 indicators of effective performance

- Works with a view to the future, prioritising own and others' work in line with GLA objectives
- Briefs and prepares team to accomplish goals and objectives
- Communicates the GLA's strategic priorities in a compelling and convincing manner, encouraging buy-in
- Balances own team's needs with wider organisational needs

Identifies synergies between team priorities and other relevant internal agendas

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 2 indicators of effective performance

- Seeks opportunities to develop professional skills and knowledge and encourages team to do so.
- Ensures own and others' workloads are realistic and achievable
- Provides staff with clear direction and objectives, ensuring they understand expectations
- Recognises achievements and provides constructive feedback and guidance
- Gives staff autonomy and confidence to perform well and to their potential

DECISION MAKING

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

LEVEL 3 indicators of effective performance

- Makes sound decisions quickly on behalf of the GLA when a situation requires intervention
- Takes responsibility for team decisions, providing rationale when those decisions are questioned
- Involves senior stakeholders early in decisions that impact them
- Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
- Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

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 3 indicators of effective performance

- Monitors allocation of resources, anticipating changing requirements that may impact work delivery
- Ensures evaluation processes are in place to measure project benefits
- Gains buy-in and commitment to project delivery from diverse stakeholders

- Implements quality measures to ensure directorate output is of a high standard
Translates political vision into action plans and deliverables

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 2 indicators of effective performance

- Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
- Anticipates and adapts flexibly to changing requirements
- Uses challenges as an opportunity to learn and improve
- Participates fully and encourages others to engage in change initiatives
- Manages team's well-being, supporting them to cope with pressure and change

ORGANISATIONAL AWARENESS

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

LEVEL 3 indicators of effective performance

- Challenges unethical behaviour
- Uses understanding of the GLA's complex partnership arrangements to deliver effectively
- Recognises how political changes and sensitivities impact on own and team's work
- Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
- Follows the GLA's position in the media and understands how it impacts on work

Job description

Job Title: Press officer (Mayor's Press Office)

Grade: 7

Directorate: External Affairs

Job purpose

- 1 Contribute to the development and implementation of the Mayor's and GLA's media strategy using appropriate political awareness and sensitivity.
- 2 Use effective proactive skills to communicate the Mayor's decisions, policies and strategies to print, broadcast and online media organisations.
- 3 Respond to media inquiries quickly and efficiently to sustain positive coverage of the Mayor's activities.
- 4 Support and deputise for senior press officers in all appropriate situations.

Principal accountabilities

- 1 Use political awareness and communications skills to develop and implement a wide range of media strategies covering specialist areas of the Mayor's decisions, policies and strategies.
- 2 Be proactive in generating news coverage, including writing press releases and articles as well as providing briefings for the media.
- 3 Respond to media inquiries effectively and accurately ensuring that responses meet the agreed line.
- 4 Contribute to the development and maintenance of a media grid to underpin the work of the press office.
- 5 Act as effective and committed part of the rota providing 24-hour, seven-day cover within the press office.
- 6 Contribute to the regular updating of the GLA website and its media centre in particular.
- 7 Work closely with the Mayor's advisors on the communication of, and responses to, the Mayor's policies and strategies.
- 8 Work closely with appropriate functional bodies on effective joint presentation of the Mayor's decisions, strategies and policies.

- 9 Work with appropriate stakeholder organisations, including government departments, to communicate the Mayor's policies and strategies.
- 10 Escort the Mayor to appropriate external engagements and ensure effective media management. This may involve out-of-hours working.
- 11 Contribute to the monitoring of news relevant to the Mayor and the GLA and to provide rebuttal or amplification where necessary.
- 12 Work with other GLA staff and resources in accordance with the authority's policies, and its code of ethics and standards.
- 13 Understand 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 relationships

Accountable to:	Senior Press Officer.
Accountable for:	Resources allocated to the job.
Principal contacts:	Chief Press Officer, press officers, Director of External Affairs, the Mayor, mayoral advisors, media, senior GLA managers, public liaison team, and external organisations.

Person specification

1. Technical requirements/experience

- Verbal and written skills appropriate to communicate clearly and effectively with a wide range of media, staff and managers.
- Ability to use a wide range of information and communication technology systems.
- Knowledge and understanding of the media and particularly its reporting of London issues.
- Experience of working in a busy press office or as a qualified journalist.
- Understanding of the GLA's commitment to equality and diversity.

2. 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 2 indicators of effective performance

- Develops new professional relationships
- Understands the needs of others, the constraints they face and the levers to their engagement
- Understands differences, anticipates areas of conflict and takes action
- Fosters an environment where others feel respected
- Identifies opportunities for joint working to minimise duplication and deliver shared

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 2 indicators of effective performance

- Seeks to understand requirements, gathering extra information when needs are not clear
- Presents the GLA positively by interacting effectively with stakeholders
- Delivers a timely and accurate service
- Understands the differing needs of stakeholders and adapts own service accordingly✓ Seeks and uses feedback from a variety of sources to improve the GLA's service to Londoners.

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 2 indicators of effective performance

- Communicates openly and inclusively with internal and external stakeholders
- Clearly articulates the key points of an argument, both in verbal and written communication
- Persuades others, using evidence based knowledge, modifying approach to deliver message effectively
- Challenges the views of others in an open and constructive way
- Presents a credible and positive image both internally and externally

DECISION MAKING

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

LEVEL 2 indicators of effective performance

- Takes decisions as necessary on the basis of the information available
- Makes decisions without unnecessarily referring to others

- Involves and consults internal and external stakeholders early in decisions that impact them
- Identifies potential barriers to decision-making and initiates action to move a situation forward
- Demonstrates awareness of the GLA's decision-making processes and how to use them

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 2 indicators of effective performance

- Prioritises work in line with key team or project deliverables
- Makes contingency plans to account for changing work priorities, deadlines and milestones
- Identifies and consults with sponsors or stakeholders in planning work
- Pays close attention to detail, ensuring team's work is delivered to a high standard Negotiates realistic timescales for work delivery, ensuring team deliverables can be met.

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 2 indicators of effective performance

- Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
- Anticipates and adapts flexibly to changing requirements
- Uses challenges as an opportunity to learn and improve
- Participates fully and encourages others to engage in change initiatives
- Manages team's well-being, supporting them to cope with pressure and change

Job description

Job title:	Senior press officer (Mayor's Press Office)
Grade:	8
Directorate:	External Affairs

Job purpose

1. Develop, implement and sustain the Mayor's and GLA corporate media strategy using appropriate political awareness and sensitivity.
2. Use, and advise upon, effective pro-active skills to communicate the Mayor's decisions, policies and strategies to print, broadcast and online media organisations.
3. Respond to media inquiries quickly and efficiently to sustain positive coverage of the Mayor's activities.
4. Manage staff within press office teams, and deputise for the Chief Press Officer when necessary.

Principal accountabilities

1. Use political awareness and communications skills to develop and implement a wide range of media strategies covering specialist areas of the Mayor's decisions, policies and strategies.
2. Manage and develop a small team of press officers focusing upon specialised aspects of the Mayor's remit.
3. Take responsibility for the performance review of the team and contribute to the day-to-day management of the press office.
4. Be pro-active in generating news coverage including writing press releases and articles as well as providing briefings for the media.
5. Respond to media enquiries effectively and accurately ensuring that responses meet the agreed line.
6. Contribute to the development and maintenance of a media grid to underpin the work of the press office.
7. Act as effective and committed manager within the rota providing 24-hour, seven-day cover within the press office.

8. Contribute to the regular updating of the GLA website and its media centre in particular.
9. Work closely with the Mayor's advisors on the communication of, and responses to, the Mayor's policies and strategies.
10. Work closely with appropriate functional bodies on effective joint presentation of the Mayor's decisions, strategies and policies.
11. Work with appropriate stakeholder organisations, including government departments, to communicate the Mayor's policies and strategies.
12. Escort the Mayor to appropriate external engagement and ensure effective media management. This may involve out-of-hours working.
13. Contribute to and manage the monitoring of news relevant to the Mayor and the GLA and provide rebuttal or amplification where necessary.
14. Work with other GLA staff and resources in accordance with the authority's policies, and its code of ethics and standards.
15. Understand 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 relationships

Accountable to:	Head of Media
Accountable for:	Staff and resources allocated to the job.
Principal contacts:	Head of media, press officers, Director of External Affairs, the Mayor, mayoral advisors, media, senior GLA managers, public liaison team, and external organisations.

Person specification

1. Technical requirements/experience

- Verbal and written skills appropriate to the need to communicate clearly and effectively with a wide range of media, staff and managers.
- Ability to use a wide range of information and communication technology systems.
- Knowledge and understanding of the media and particularly its reporting of London issues.
- Experience of media management techniques and the construction of media strategies.
- At least four years experience of working in a busy press office or as a qualified journalist.
- Understanding of the GLA's commitment to equality and diversity.

2. 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 2 indicators of effective performance

- Develops new professional relationships
- Understands the needs of others, the constraints they face and the levers to their engagement
- Understands differences, anticipates areas of conflict and takes action
- Fosters an environment where others feel respected
- Identifies opportunities for joint working to minimise duplication and deliver shared

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 2 indicators of effective performance

- Communicates openly and inclusively with internal and external stakeholders
- Clearly articulates the key points of an argument, both in verbal and written communication
- Persuades others, using evidence based knowledge, modifying approach to deliver message effectively
- Challenges the views of others in an open and constructive way
- Presents a credible and positive image both internally and externally

DECISION MAKING

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

LEVEL 3 indicators of effective performance

- Makes sound decisions quickly on behalf of the GLA when a situation requires intervention
- Takes responsibility for team decisions, providing rationale when those decisions are questioned
- Involves senior stakeholders early in decisions that impact them
- Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
- Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

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 3 indicators of effective performance

- Monitors allocation of resources, anticipating changing requirements that may impact work delivery
- Ensures evaluation processes are in place to measure project benefits
- Gains buy-in and commitment to project delivery from diverse stakeholders
- Implements quality measures to ensure directorate output is of a high standard
Translates political vision into action plans and deliverables

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 2 indicators of effective performance

- Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
- Anticipates and adapts flexibly to changing requirements
- Uses challenges as an opportunity to learn and improve
- Participates fully and encourages others to engage in change initiatives
- Manages team's well-being, supporting them to cope with pressure and change

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 2 indicators of effective performance

- Works with a view to the future, prioritising own and others' work in line with GLA objectives
- Briefs and prepares team to accomplish goals and objectives
- Communicates the GLA's strategic priorities in a compelling and convincing manner, encouraging buy-in
- Balances own team's needs with wider organisational needs
- Identifies synergies between team priorities and other relevant internal agendas

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 2 indicators of effective performance

- Seeks opportunities to develop professional skills and knowledge and encourages team to do so.
- Ensures own and others' workloads are realistic and achievable
- Provides staff with clear direction and objectives, ensuring they understand expectations
- Recognises achievements and provides constructive feedback and guidance
- Gives staff autonomy and confidence to perform well and to their potential

ORGANISATIONAL AWARENESS

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

LEVEL 3 indicators of effective performance

- Uses understanding of differences between the GLA and its partners to improve working relationships
- Helps others understand the GLA and the complex environment in which it operates Translates changing political agendas into tangible actions
- Considers the diverse needs of Londoners in formulating GLA objectives
- Helps others understand how the media and external perceptions of the GLA influence work

Grade 7	37,967
	38,916
	39,889
	40,886
	41,909
Grade 8	41,827
	42,874
	43,946
	45,045
	46,172
Grade 9	46,556
	47,489
	48,438
	49,406
	50,395
Grade 10	51,732
	52,765
	53,820
	54,897
	55,995
Grade 11	55,786
	56,903
	58,042
	59,202
	60,387
Grade 13	76,073
	77,594
	79,148
	80,730
	82,344

Job Description

Job title: Senior Adviser - Communications

Grade: Grade 11

Post number: GLA3329

Directorate: Mayor's Office

Job Purpose

1. Provide high-level strategic media and communications advice to the Mayor of London, and Mayoral appointees including Deputy Mayors, the Mayoral Director of Communications, and the Mayoral Director of External and International Affairs.
2. Deputy Official Spokesperson for the Mayor of London.
3. Work with the Press Office, External Affairs Directorate, and Government Relations teams to ensure the priorities of the Mayor are delivered.

Principal Accountabilities

1. Deputise for the Mayoral Director of Communications with senior stakeholders as appropriate and lobby senior stakeholders on behalf of the Mayor.
2. Fulfil the responsibilities of Deputy Official Spokesperson for the Mayor of London.
3. Sign-off Mayoral communications from the press office and stakeholder teams.
4. Provide high-level strategic media and communications advice to the Mayor and Mayoral appointees as well as GLA teams, to ensure the priorities of the Mayor are delivered. Attend and participate in daily communications planning meetings and deliver activities outlined as required.
5. Develop and manage strategic partnerships and alliances with print and broadcast and online editors, commentators, political editors and other correspondents, including the Westminster Lobby and national broadcasters.
6. Work with the Head of Media to lead, develop and implement a print, online and broadcast media strategy for the Mayor. Demonstrate sound political judgement and high-quality political writing and keep up to date with current media trends including online media.
7. Accompany the Mayor to external engagements and manage briefing and senior media stakeholder liaison, including on overseas visits.
8. Work with the Mayoral Director of External and International Affairs on integrated marketing and communications campaigns, ensuring there is a strong media element.

9. Project manage cross-organisational communications activities as appropriate, working with the press, marketing and digital teams and the Mayor's Office.
10. Lead the delivery of cross-cutting media campaigns and projects spanning different teams and areas of work in the GLA.
11. Work closely with the Mayoral Director of Political and Public Affairs, the Mayoral Director of Communications and the press office to make sure media appearances by the Mayor and Mayoral appointees (print, broadcast and digital) have continuity of messaging, tone of voice and content.

Key relationships

Accountable to:	Mayoral Director of External and International Affairs
Accountable for:	No current line reports.
Principal contacts:	Mayoral Director of Communications, Head of Media, Mayoral Director of Political and Public Affairs, Mayor's Press Office, Assistant Director for External Relations, Mayoral advisors, Head of Operations, Head of Digital Communications, senior City Hall managers, City Hall staff, media and external stakeholders & organisations.

Person specification

1. Technical requirements/experience

1. A high level of knowledge and extensive and high-level strategic experience within media management.
2. A proven track record of success of co-ordinating, developing, leading and implementing media and public relations activities at a senior level in a political or complex organisation.
3. Demonstrable knowledge and understanding of the media - with particular regard to excellent relations with and contacts network of broadcast & print political editors and correspondents - and experience of successfully targeting a range of different media to promote strategic policies and priorities.
4. Knowledge and understanding of London and the issues facing a major world city

2. 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 3 indicators of effective performance

- ☐ Actively engages partners and encourages others to build relationships that support GLA objectives
- ☐ Understands and recognises the contributions that staff at all levels make to delivering priorities
- ☐ Proactively manages partner relationships, preventing or resolving any conflict

Adapts style to work effectively with partners, building consensus, trust and respect Delivers objectives by bringing together diverse stakeholders to work effectively in partnership

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 3 indicators of effective performance

- ☐ ☐ Understands diverse stakeholder needs and tailors team deliverables accordingly
- ☐ ☐ Is a role model to others, encouraging them to think of Londoners first
- ☐ ☐ Manages stakeholder expectations, so they are high but realistic
- ☐ ☐ Removes barriers to understanding the needs of diverse stakeholders, including hard to reach groups
- ☐ ☐ Focuses own and team's efforts on delivering a quality and committed service

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 3 indicators of effective performance

- ☐ Encourages and supports teams in engaging in transparent and inclusive communication
- ☐ Influences others and gains buy-in using compelling, well thought through arguments
Negotiates effectively to deliver GLA priorities
- ☐ Synthesises the complex viewpoints of others, recognises where compromise is necessary and brokers agreement
- ☐ Advocates positively for the GLA both within and outside the organisation

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 3 indicators of effective performance

- Translates GLA vision and strategy into practical and tangible plans for own team or delivery partners
- Consistently takes account of the wider implications of team's actions for the GLA
- Encourages self and others to think about organisation's long term potential
- Informs strategy development by identifying gaps in current delivery or evidence
- Takes account of a wide range of public and partner needs to inform team's work

DECISION MAKING

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

LEVEL 3 indicators of effective performance

- ☐ Makes sound decisions quickly on behalf of the GLA when a situation requires intervention
- ☐ Takes responsibility for team decisions, providing rationale when those decisions are questioned
- ☐ Involves senior stakeholders early in decisions that impact them
- ☐ Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
- ☐ Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

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 3 indicators of effective performance

- ☐ Monitors allocation of resources, anticipating changing requirements that may impact work delivery
- ☐ Ensures evaluation processes are in place to measure project benefits
- ☐ Gains buy-in and commitment to project delivery from diverse stakeholders
- ☐ Implements quality measures to ensure directorate output is of a high standard
Translates political vision into action plans and deliverables

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 3 indicators of effective performance

- ☐ Clarifies direction and adapts to changing priorities and uncertain times
- ☐ Minimises the pressure of change for the directorate, lessening the impact for the team
- ☐ Uses change as an opportunity to improve ways of working, encouraging others' buy-in
- ☐ Keeps staff motivated and engaged during times of change, promoting the benefits
- ☐ Takes ownership for communicating change initiatives clearly, ensuring smooth implementation

ORGANISATIONAL AWARENESS

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

LEVEL 3 indicators of effective performance

- ☐ Challenges unethical behaviour
- ☐ Uses understanding of the GLA's complex partnership arrangements to deliver effectively
- ☐ Recognises how political changes and sensitivities impact on own and team's work
- ☐ Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
- ☐ Follows the GLA's position in the media and understands how it impacts on work

Job Description

Job title: Senior Adviser to the Mayor – Strategic Communications

Grade: 11

Directorate: Mayor's Office

Unit: Mayor's Private Office

Job purpose

Interpret the Mayor's instructions for speech objectives, and using a diverse range of writing styles, draft and develop tailored speeches which are suitable for the audience the Mayor is addressing.

Evaluate the suitability and ensure consistency in the delivery of press briefings and speeches to raise the profile, credibility and influence of the Mayor.

Principal accountabilities

1. Undertake rigorous and original research on a range of topics as needed to inform speeches and other written material.
2. Working with the Director of Communications and Press team, review, edit and approve press lines to ensure the policy position is clear, consistent and reflects the style and position of the Mayor.
3. Working with the Director of Communications and Press team, develop influential press and social media interventions where the objectives of the Mayor are clearly defined.
4. Work with the press team and policy teams to identify and develop interesting stories which reflect the Mayor's priorities.
5. Identify and take advantage of opportunities to draft innovative editorials, articles, briefings, statements and other written communications as required by the Mayor
6. Advise Mayoral Directors in developing strategic communications plans and the effective running of the communications grid.
7. Working with the Director of Communications and Press team, review, edit, and approve written and oral answers for Mayor's Question Time and similar events.

8. Commission briefing papers and use them to draft speaking notes, lines to take and Q&As to ensure the Mayor is well briefed ahead of public and media appearances.
9. Manage resources allocated to the job in accordance with the Authority's policies and code of Ethics and Standards.
10. 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 teams.
11. 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: Mayoral Director of Political and Public Affairs

Accountable for: Resources allocated to the job

Principal contacts: Mayor, Mayoral Advisers, Mayor's Private Office, Senior Assembly Liaison Manager/ Head of Mayoral Briefing, Press Team, Policy Teams, and Senior Managers of the GLA.

Person Specification

Technical requirements/experience/qualifications

1. Successful track record of researching and developing a diverse range of speeches, editorials, articles, briefings, statements and other written communications within a complex political environment
2. Proven impact in supporting senior Politicians to shape and influence policy formulation by improving their profile and credibility
3. Knowledge and understanding of the media and experience of using different communication approaches to promote strategic policies and priorities
4. Knowledge and understanding of the political landscape in London and the issues facing a major world city
5. Evidence of the ability to write concisely and fluently

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 3 indicators of effective performance

- Actively engages partners and encourages others to build relationships that support GLA objectives
- Understands and recognises the contributions that staff at all levels make to delivering priorities

- Proactively manages partner relationships, preventing or resolving any conflict
- Adapts style to work effectively with partners, building consensus, trust and respect
- Delivers objectives by bringing together diverse stakeholders to work effectively in partnership.

Communicating and Influencing

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

Level 3 indicators of effective performance

- Encourages and supports teams in engaging in transparent and inclusive communication
- Influences others and gains buy-in using compelling, well thought through arguments
- Negotiates effectively to deliver GLA priorities
- Synthesises the complex viewpoints of others, recognises where compromise is necessary and brokers agreement
- Advocates positively for the GLA both within and outside the organisation.

Decision Making

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

Level 3 indicators of effective performance

- Makes sound decisions quickly on behalf of the GLA when a situation requires intervention
- Takes responsibility for team decisions, providing rationale when those decisions are questioned
- Involves senior stakeholders early in decisions that impact them
- Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
- Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

Research and Analysis

... is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits

Level 3 indicators of effective performance

- Expands networks to gain new information sources for research and policy development
- Identifies and implements methods to ensure intelligence is of a high quality
- Encourages others to analyse data from different angles, using multiple perspectives to identify connections and new insights
- Tailors research investment in line with likely impact for Londoners and policy priorities
- Retains a bigger picture view, ensuring research recommendations are appropriate and practical for the GLA and its stakeholders

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 3 indicators of effective performance

- Translates GLA vision and strategy into practical and tangible plans for own team or delivery partners
- Consistently takes account of the wider implications of team's actions for the GLA
- Encourages self and others to think about organisation's long term potential
- Informs strategy development by identifying gaps in current delivery or evidence
- Takes account of a wide range of public and partner needs to inform team's work

Organisational Awareness

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

Level 3 indicators of effective performance

- Uses understanding of differences between the GLA and its partners to improve working relationships
- Helps others understand the GLA and the complex environment in which it operates
- Translates changing political agendas into tangible actions
- Considers the diverse needs of Londoners in formulating GLA objectives
- Helps others understand how the media and external perceptions of the GLA influence work

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 3 indicators of effective performance

- Clarifies direction and adapts to changing priorities and uncertain times
- Minimises the pressure of change for the directorate, lessening the impact for the team
- Uses change as an opportunity to improve ways of working, encouraging others' buy-in
- Keeps staff motivated and engaged during times of change, promoting the benefits
- Takes ownership for communicating change initiatives clearly, ensuring smooth implementation

Reasonable Adjustment

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

Job Description

Job title: Senior Press and Coordination Officer

Grade: 7 **Post number:** 002353

Directorate: Assembly & Secretariat

Unit: Liberal Democrat Group

Job purpose

To manage the communications support to Liberal Democrat Group Assembly Members; to act as the coordinator of the work of the staff team and first point of contact for Members of the Group as regards the team.

Principal accountabilities

1. To develop and implement comprehensive, proactive and effective communications strategies for assigned Assembly Members, working in close coordination with other staff in the Group at all times.
2. To effectively monitor relevant media activity, and to provide effective and timely advice to relevant Assembly Members, including early warning of potential issues, in relation to media management.
3. To generate, using a variety of methods, media coverage for the assigned Assembly Member(s) in relation to the range of their GLA roles and functions, and to respond to media enquiries effectively, accurately and quickly, ensuring that responses properly reflect the particular Member's views.
4. To oversee and supervise the work of the other staff within the Group office on a day-to-day basis, and to act as first point of contact Members on the work of the team.
5. To act and manage resources allocated to the job in accordance with the Authority's policies and Code of Ethics and Standards; to 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; and to realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, participating in multi-discipline cross departmental and organisational groups and task teams.

Key contacts

Accountable to:

Committee Services Manager

Accountable for:

Resources allocated to the job.

Principal contacts: Liberal Democrat Group Assembly Members; Group staff

Person specification

Technical requirements/experience/qualifications

1. Evidence of working successfully, in a similar role in a high profile organisation and managing/leading staff.
2. Knowledge and understanding of media handling techniques, including strategies, including designing and delivering an effective communications plan for an elected politician.
3. Ability to utilise the latest information and communication technologies in relation to media issues, including designing or commissioning leaflets, newsletters and other documents.

Behavioural competencies

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 2 indicators of effective performance

- Communicates openly and inclusively with internal and external stakeholders
- Clearly articulates the key points of an argument, both in verbal and written communication
- Persuades others, using evidence based knowledge, modifying approach to deliver message effectively
- Challenges the views of others in an open and constructive way
- Presents a credible and positive image both internally and externally

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 2 indicators of effective performance

- Develops new professional relationships
- Understands the needs of others, the constraints they face and the levers to their engagement
- Understands differences, anticipates areas of conflict and takes action

- Fosters an environment where others feel respected
- Identifies opportunities for joint working to minimise duplication and deliver shared goals

Organisational Awareness

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

Level 2 indicators of effective performance

- Challenges unethical behaviour
- Uses understanding of the GLA's complex partnership arrangements to deliver effectively
- Recognises how political changes and sensitivities impact on own and team's work
- Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
- Follows the GLA's position in the media and understands how it impacts on work

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 3 indicators of effective performance

- Clarifies direction and adapts to changing priorities and uncertain times
- Minimises the pressure of change for the directorate, lessening the impact for the team
- Uses change as an opportunity to improve ways of working, encouraging others' buy-in
- Keeps staff motivated and engaged during times of change, promoting the benefits
- Takes ownership for communicating change initiatives clearly, ensuring smooth implementation

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 3 indicators of effective performance

- Monitors allocation of resources, anticipating changing requirements that may impact work delivery
- Ensures evaluation processes are in place to measure project benefits
- Gains buy-in and commitment to project delivery from diverse stakeholders
- Implements quality measures to ensure directorate output is of a high standard
- Translates political vision into action plans and deliverables

Research and Analysis

... is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 2 indicators of effective performance

- Proactively seeks new information sources to progress research agendas and address gaps in knowledge
- Grasps limitations of or assumptions behind data sources, disregarding those that lack quality
- Analyses and integrates qualitative and quantitative data to find new insights
- Translates research outcomes into concise, meaningful reports
- Identifies relevant and practical research questions for the future

Reasonable adjustment

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

Job Description

Job title:	Senior Press Officer		
Grade:	7	Post number:	000772
Directorate:	Assembly & Secretariat		
Unit:	Conservative Group		

Job purpose

To manage the communications support to Conservative Group Assembly Members.

Principal accountabilities

1. To develop and implement comprehensive, proactive and effective communications strategies for assigned Assembly Members, working in close coordination with other staff in the Group at all times.
2. To effectively monitor relevant media activity, and to provide effective and timely advice to relevant Assembly Members, including early warning of potential issues, in relation to media management.
3. To generate, using a variety of methods, media coverage for the assigned Assembly Member(s) in relation to the range of their GLA roles and functions, and to respond to media enquiries effectively, accurately and quickly, ensuring that responses properly reflect the particular Member's views.
4. To oversee and supervise the communications work of other staff within the Group office.
5. To act and manage resources allocated to the job in accordance with the Authority's policies and Code of Ethics and Standards; to 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; to realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, participating in multi-discipline cross departmental and organisational groups and task teams.

Key contacts

Accountable to: Head of Office

Accountable for: Resources allocated to the job.

Principal contacts: Conservative Group Assembly Members; Group staff

Person specification

Technical requirements/experience/qualifications

1. Evidence of working successfully, in a similar role in a high profile organisation and managing staff.
2. Knowledge and understanding of media handling techniques, including strategies, including designing and delivering an effective communications plan for an elected politician.
3. Ability to utilise the latest information and communication technologies in relation to media issues, including designing or commissioning leaflets, newsletters and other documents.

Behavioural competencies

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 2 indicators of effective performance

- Communicates openly and inclusively with internal and external stakeholders
- Clearly articulates the key points of an argument, both in verbal and written communication
- Persuades others, using evidence based knowledge, modifying approach to deliver message effectively
- Challenges the views of others in an open and constructive way
- Presents a credible and positive image both internally and externally

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 2 indicators of effective performance

- Develops new professional relationships
- Understands the needs of others, the constraints they face and the levers to their engagement
- Understands differences, anticipates areas of conflict and takes action
- Fosters an environment where others feel respected
- Identifies opportunities for joint working to minimise duplication and deliver shared goals

Organisational Awareness

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

Level 2 indicators of effective performance

- Challenges unethical behaviour
- Uses understanding of the GLA's complex partnership arrangements to deliver effectively
- Recognises how political changes and sensitivities impact on own and team's work
- Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
- Follows the GLA's position in the media and understands how it impacts on work

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 2 indicators of effective performance

- Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
- Anticipates and adapts flexibly to changing requirements
- Uses challenges as an opportunity to learn and improve
- Participates fully and encourages others to engage in change initiatives
- *Manages team's well-being, supporting them to cope with pressure and change*

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 2 indicators of effective performance

- Prioritises work in line with key team or project deliverables
- Makes contingency plans to account for changing work priorities, deadlines and milestones
- Identifies and consults with sponsors or stakeholders in planning work
- Pays close attention to detail, ensuring team's work is delivered to a high standard Negotiates realistic timescales for work delivery, ensuring team deliverables can be met.

Research and Analysis

... is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 2 indicators of effective performance

- Proactively seeks new information sources to progress research agendas and address gaps in knowledge
- Grasps limitations of or assumptions behind data sources, disregarding those that lack quality

- Analyses and integrates qualitative and quantitative data to find new insights
- Translates research outcomes into concise, meaningful reports
- Identifies relevant and practical research questions for the future

Reasonable adjustment

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

Job Description

Job title: Senior Press Officer

Grade: 7 **Post number:** 001025

Directorate: Assembly & Secretariat

Unit: Labour Group

Job purpose

To manage the communications support to Labour Group Assembly Members.

Principal accountabilities

1. To develop and implement comprehensive, proactive and effective communications strategies for assigned Assembly Members, working in close coordination with other staff in the Group at all times.
2. To effectively monitor relevant media activity, and to provide effective and timely advice to relevant Assembly Members, including early warning of potential issues, in relation to media management.
3. To generate, using a variety of methods, media coverage for the assigned Assembly Member(s) in relation to the range of their GLA roles and functions, and to respond to media enquiries effectively, accurately and quickly, ensuring that responses properly reflect the particular Member's views.
4. To oversee and supervise the communications work of other staff within the Group office and line manage the Research Support Officer (Press).
5. To act and manage resources allocated to the job in accordance with the Authority's policies and Code of Ethics and Standards; to 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; to realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, participating in multi-discipline cross departmental and organisational groups and task teams.

Key contacts:

Accountable to: Head of Office

Accountable for: **Line management of the Research Support Officer (Press)** and other resources allocated to the job.

Principal contacts: Labour Group Assembly Members; Group staff

Person specification

Technical requirements/experience/qualifications

1. Evidence of working successfully, in a similar role in a high profile organisation and managing staff.
2. Knowledge and understanding of media handling techniques, including strategies, including designing and delivering an effective communications plan for an elected politician.
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