

Deputy Mayor, Culture and Creative Industries

Reports to: The Mayor's Chief of Staff

Job Purpose

1. To construct, implement and deliver policy and strategy to ensure London's development as the world's cultural capital and global exemplar.
2. To represent the Mayor as his principal advocate in engaging with culture stakeholders able to contribute to the delivery of the Mayor's manifesto.
3. Give high level strategic advice to the Mayor ensuring he is briefed on opportunities, challenges and new developments.

Principal Accountabilities

1. Ensure the Mayor's statutory duties for culture as defined with the GLA Act 1999 are delivered, for example, the production of a Culture Strategy and the appointment of a Culture Strategy Group.
2. Lead the Culture Department, managing staff and resources as required.
3. Shape, develop and implement a Cultural Infrastructure Plan for the Mayoral term and beyond.
4. Champion the accessibility of London's cultural activities to all Londoners, working with stakeholders in the GLA group and across the cultural sector.
5. Working with colleagues across the GLA group support the establishment of a pro-culture planning regime in London, to include the first Creative Enterprise Zone Pathfinder and the positioning of culture as a core tool for regeneration.
6. Build strong relationships with key contacts within the GLA Group and around London to position culture as central to London's success, represent the Mayor on issues relevant to the role domestically and internationally.
7. Working with GLA teams and wider stakeholders, establish an annual London Borough of Culture competition and the creation of the Love London project
8. Champion and support the growth of London's creative industries.
9. Initiate and commission signature cultural projects and programmes, attract global events to London. Work with London & Partners to support tourism, inward investment and export of culture.
10. Champion culture across the public realm, both formal and informal, including the Fourth Plinth Commission.

11. Oversee the Night-time Czar's work in championing London's vibrant night-time economy.
12. Promote London as a leading open, diverse and global city. Enable equality and access for all Londoners.
13. Lead on and engage proactively with culture, the public and private and voluntary sectors, Government, Boroughs and other key stakeholders to realise and deliver the Mayor's priorities across London.
14. Lead multi-disciplinary project teams across the GLA Group and with external organisations and take responsibility for implementing major arts and culture development projects.
15. Promote the benefits of London's diversity by promoting and enabling equality of opportunity and promoting the diverse needs and aspirations of London's communities
16. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this post and participating in multi-disciplinary cross-department and cross-organisational groups and projects teams.
17. Undertake any other duties as appropriate with the level and role of the job.

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

Person Specification

1. In depth knowledge and experience of the cultural landscape in London, the opportunities and the challenges.
2. Significant experience of conceiving and delivering all aspects of cultural policy and strategy in a high profile organisation
3. Substantial experience of negotiating and building partnerships across culture, business and the public sector at a local, regional, national and international level.
4. A commitment to supporting and enhancing the GLA's wish to take a strategic lead in combating discrimination and promoting equality of opportunity.
5. Ability to identify opportunities to promote London as a world player on the cultural, arts and sporting stage and to exploit this for the benefit of London.

Behavioural Competencies

Building and Managing Relationships

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

Level 4 indicators of effective performance

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

Stakeholder Focus

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

Level 4 indicators of effective performance

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

Communicating and Influencing

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

Level 4 indicators of effective performance

- Articulates self with credibility and conviction, encouraging buy-in to corporate position
- Influences the thinking of other organisations, encouraging them to deliver in line with the GLA
- Ensures that the organisation communicates inclusively with staff and external stakeholders
- Acts as a credible and convincing spokesperson and negotiator for the GLA
- Instils a corporate commitment to accessible communication

Strategic Thinking

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

Level 4 indicators of effective performance

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

Decision Making

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

Level 4 indicators of effective performance

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

Organisational Awareness

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

Level 4 indicators of effective performance

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

Responding to Pressure and Change

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

Level 4 indicators of effective performance

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