

## Job description

<b>Job Title:</b>	Head of Media (Mayor's Press Office)		
<b>Grade:</b>	13	<b>Post Number:</b>	000997
<b>Directorate:</b>	External Affairs		

### Job purpose

Provide press and communications advice and services to the Mayor, the Mayor's policy advisors and senior officers.

### Principal accountabilities

1. Provide advice and expertise on communications policy, advise on new developments and strategies, and give guidance on best practice.
2. Co-ordinate the work of the various press office desks to ensure effective and efficient communication with the media.
3. Take on active role with communication work of London resilience and any necessary work in relation to London's preparedness. Co-ordinate 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.
4. Write and edit articles, briefings and messages 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 during media events.
8. Develop and maintain relationships with a network of key external contacts, including national media, in order to ensure effective communication of the Mayor's policies and strategies.
9. Deputise for the Director of External Affairs where necessary.
10. 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.
11. Develop and maintain management information and performance monitoring systems to achieve continuous improvement.

## **Key relationships**

Accountable to: Director of External Affairs

Accountable for: Resources, services and staff allocated to the job

Principal contacts: Director of External Affairs, press officers, other officers of the GLA and functional bodies, contractors, and external media organisations.

## **Person specification**

### **1. Technical requirements/experience**

- Experience of delivering a broad range of press and media services within a high profile organisation.
- Knowledge 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.
- Excellent communication skills with evidence of the ability to write concisely and fluently.
- Knowledge and understanding of the diversity of London and strategies to promote equal opportunities within a complex organisation.

### **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

## **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