

Job title:	Assistant Director, External Relations	
Grade:	15	Post number: 1798
Directorate:	External Affairs	
Unit:	External Relations	
Reports to:	Director of Communications	

Job purpose

- To advise the Director of Communications and Mayoral Advisors on the strategic communications needs of the GLA and the Mayor, aligning this with the communication needs of the wider GLA family.
- To provide strategic direction and leadership to the GLA's External Relations Unit focusing on how the GLA and the Mayor engages and communicates with Londoners and ensuring they are working for the benefit of Londoners.
- To ensure delivery of key communications services for directorates in the GLA including the delivery of comprehensive marketing campaigns, creative services, social media, email marketing, video, photography, digital transformation services and commercial partnerships.
- To deputise as Chair of the GLA Group Communications board in the absence of the Director of Communications and to lead and inform the work of that board at a senior level in order to advise and support communications activities across the GLA family. Specifically working with TfL, MPS, MOPAC, LFB, LLDC, OPDC, and L&P.
- To deputise formally and informally on External Relations issues for the Director of Communications in key agency meetings with groups and organisations integral to the running of London and London-wide events.
- To oversee the delivery of all communications required for the Mayor of London and London Assembly Elections.

Principal accountabilities

Expert strategic communications advice

1. Provide advice to the Mayor, Deputy Mayors, Mayoral Advisors, and Executive Directors on all matters that may have a bearing on the external communications, digital transformation and events strategy of the Mayor, the GLA and major Mayoral projects.
2. Develop and lead on the implementation of a multi-channel Engagement Strategy to ensure that Londoners are aware of the work of the GLA and the Mayor, engaged in our programmes, and are able to take advantage of the benefits of the work that the GLA and Mayor delivers.
3. Oversee the delivery and management of the strategic brand for the Mayor of London to enhance the reputation of the Mayor, and support Mayoral priorities. Strategic brand management includes overseeing the corporate identity and language/tone of voice.

4. Develop and maintain the relationship with other partners in the GLA family. Provide an advisory service to the GLA family and represent the GLA on issues relevant to the job.
5. Establish, develop and maintain efficient and effective relationships within the GLA, across the GLA family and with other clients for the Unit's services, in particular GLA policy/delivery teams and the Mayor's Office. Work with these teams to ensure the Unit delivers the highest quality and most efficient service and ensure the Unit delivers value for money in its operations.
6. Support the Director of Communications by complimenting the press strategy and facilitating a dialogue with target audiences

Major events management

7. Oversee the development and implementation of the Mayor of London's Events Programme, delivering an integrated programme that supports the work of the Mayor's Cultural Strategy, complements the GLA's work across London's diverse communities, drives economic value and showcases London as the best big city in the world.
8. Liaise with senior government and London agencies (such as Gold Command meetings, Major Event Oversight, and the West End Partnership) on the strategic development and implementation of major London events and on communications issues for major events. In particular, this includes complex events which have significant public safety requirements, including, but not limited to, New Year's Eve, Notting Hill Carnival and Pride.

Digital transformation

9. Lead on the GLA's digital transformation agenda guiding the operation of the Digital Board and the delivery of the GLA's digital vision. Ensure that a user-centric focus is adopted in the development of all services delivered through the new GLA website thereby improving engagement with Londoners whilst delivering value for money. Lead the social media and email marketing strategy at the GLA – growing our platform and delivering innovation.

Developing high-value commercial partnerships

10. Identify and work with corporate partners to deliver commercial partnership opportunities that can enable and enhance delivery of Mayoral initiatives and add significant value to both parties. Total value of partnerships is in excess of £2 million.

Election communications

11. Lead the delivery of, and take responsibility for, all the communications elements for the Mayor of London and London Assembly elections. This includes the design, production and delivery of statutory elections booklet to every member of the electorate, the ownership of the London Elects website, the delivery of a pan-London marketing campaign and London Elects social media accounts. It also includes overseeing all incoming communications in conjunction with other relevant departments.

Leadership within the GLA

12. Lead, manage and motivate the External Relations Unit, comprising five teams – marketing, brand, digital, events and commercial partnerships.
13. Actively contribute to the strategic and corporate management of the GLA by participating in Authority wide activities and initiatives involving senior managers and as a member of the External Affairs Directorate Management Team.
14. Ensure effective management and development of formulating clear Unit and staff objectives and targets, appropriate staff development programmes and sound performance management practices.
15. 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.
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 project teams.
17. Undertake any other duties as appropriate commensurate with the level and role of the job.

Key relationships

Accountable to: Director of Communications

Accountable for: Staff and resources allocated to External Relations unit

Person specification

1. In depth knowledge of and experience of working at a senior strategic level in a complex and high profile organisation, coupled with a high-level understanding, appreciation and capability of operating within a high profile and political environment.
2. Evidence of success in promoting and communicating key policies and initiatives through a variety of channels, including the delivery of traditional and digital communications campaigns, to ensure delivery of strategic objectives.
3. Successful track record leading the development and delivery of complex and politically sensitive multi-agency projects/events.
4. Sound understanding and experience of resource and budget management, including income generation, budget formulation, financial monitoring and evidence of corporate management of resources to achieve best value for money.
5. Understanding of and commitment to the role of the GLA in promoting equal opportunities in employment and service delivery, combating discrimination and promoting the diverse needs of London's communities.

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

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 4 indicators of effective performance

- Creates an organisation that learns from experience
- Sets clear organisational objectives, cascading challenging yet achievable deliverables to directorates
- Identifies strategic level performance indicators and communicates these clearly
- Leads and sets an example for desired behaviour and performance for GLA staff
- Instils a culture of high performance and outstanding results where staff are encouraged to perform to their best

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

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