

Job Description

Job title: **Mayoral Director, External and International Affairs**

Grade: **15**

Directorate: **Mayor's Office**

Unit: **Private Office**

Job purpose

- To advise the Mayor on matters relating to marketing and public engagement to support the priorities and objectives of the Mayor and GLA. Working with the GLA's External Relations team develop and lead marketing, public engagement and digital strategies to support policy development and delivery.
- Advise and lead on international relations on behalf of the Mayor promoting London's position as a leading world city.
- Work across the GLA Group to develop the GLA and mayoral brand strategy
- Oversee the development of the GLA's events strategy and programme
- Develop the dialogue with Londoners and key stakeholders on the Mayor's vision for London.

Principal accountabilities

- 1 Provide advice to the Mayor, mayoral appointees and Executive Directors on all matters that may have a bearing on the marketing and public engagement strategy of the Mayor, the GLA and major Mayoral projects.
- 2 Lead the development and implementation of the Authority's marketing and public engagement strategy to support Mayoral priorities and objectives.
- 3 Manage the GLA and Mayoral brand, ensuring key activities are positioned and promoted to support the brand.
- 4 Working with the External Relations team devise and implement marketing and public engagement campaigns to support policy consultation and implementation.
- 5 Lead on the development and management of relationships between London and identified cities around the world, and lead London's active participation in international networks.
- 6 Develop and maintain the GLA's role and profile within international organisations, in support of the Mayor's international agenda
- 7 Lead the Mayor's public engagement strategy in order to communicate the Mayor's vision for London to Londoners and key stakeholders.
- 8 Develop effective relationships with key contacts within the GLA Group and around London and represent the Mayor on issues relevant to the job
- 9 Represent the Mayor at meetings and other public fora on issues as required

- 10 Manage allocated staff and resources in accordance with the Authority's policies and Code of Ethics and standards and to ensure that these are implemented and maintained in a demonstrable reasonable way.
- 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.

Dimensions

Accountable to: Chief of Staff

Accountable for: The staff and resources assigned to the role.

Person specification

Technical requirements/qualifications/experience

1. In depth knowledge of the marketing issues of a large complex organisation in London or similar city. Significant experience of developing marketing policies and strategy in a high profile organisation.
2. A good understanding of complex political environments, and significant experience at high level in operating effectively within them.
3. Ability to build and maintain effective relationships nationally and internationally
4. Ability to demonstrate a high level of analytical and constructive thinking to cope with the varied and challenging situations required by the role.
5. An understanding of how the GLA's wish to take a strategic lead in combating discrimination and promoting equality of opportunity throughout London can be enhanced and supported by this role.

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 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

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