## Job description

**Job Title:** Head of Media Relations, London Elects

**Grade:** 13

**Directorate:** Development, Enterprise & Environment (Elections)

**Job purpose**

1. Lead the London Elects Media Relations workstream to provide press/media and communications advice and services for the 2020 Mayor of London and London Assembly Elections.
2. Establish and implement a Press Office for the 2020 Mayor of London and London Assembly Elections.
3. Develop and deliver a Media Relations engagement strategy for the 2020 Mayor of London and London Assembly Elections.
4. Lead and manage a team of press officers for the duration of the period specified to deliver the strategy.

**Principal accountabilities**

1. Lead the development and implementation of a press office strategy to deliver the Media Relations workstream.
2. Recruit a small specialist team of press officers to deliver this strategy.
3. Lead the Press Office in managing its day to day operation working with the other London Elects workstreams, including the GLRO to deliver timely, impactful proactive and reactive media content. Act as the lead officer in the regular London Elects communications planning meeting and in strategic comms planning meetings with the Senior Manager, Marketing (Elections) and relevant Executive Director.
4. As part of the wider London Elects working group, working in partnership with the other workstream leads, provide strategic leadership on media/communications across the full range of elections milestones and priorities, advise on new communications developments and strategies and give guidance on best practice.
5. Lead the work of the London Elects press office desks to ensure effective and efficient communication with the media and stakeholders.
6. Play a key role as part of the London Elects leadership team ensuring media opportunities are maximised as part of all proactive multi-channel communications/marketing campaigns.
7. Develop and maintain relationships with a network of key external contacts, including London, national and international media, in order to ensure effective communication of the relevant information including, but not limited to, the 2020 Mayor of London and London Assembly Elections legislation, details of candidates, voter information and key timelines.
8. Lead on the delivery of London Elects’ response to any external factors that may impact the delivery of the 2020 Mayor of London and London Assembly Elections. Co-ordinate an effective and efficient press office response to any such incidents or factors affecting the Elections.
9. 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.
10. Manage financial matters relating to the press office including budget preparation and monitoring.
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 relationships**

Accountable to: Executive Director and Deputy Greater London Returning Officer

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

Principal contacts: GLRO, Senior Manager, Marketing (Elections), Senior Elections Programme Manager, Count Centre Directors, Constituency Returning Officers and their staff, Mayoral and Assembly Member candidates and their representatives, and external media organisations.

### Person specification

**1. Technical requirements/experience**

1. Extensive experience and a proven track record of success in delivering a broad range of media and public relations services within a high-profile organisation in a political or highly complex environment.
2. Experience of building a press office or similar function from scratch for a specific and high-profile event is highly desirable.
3. Robust news judgement and a full understanding of the political context, as you will have high visibility with the Mayor and his/her team leading on key priority issues.
4. Demonstrable knowledge and understanding of London and the issues facing a major world city.
5. In depth knowledge of the media, and experience of using different media to promote strategic policies and priorities.
6. Evidence of the ability to write concisely and fluently is essential.
7. A proven ability to establish, lead and motivate teams is essential.

**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 4 indicators of effective performance

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

### 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 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

### 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

**Political Restriction**

This job is ‘politically restricted’ under the Local Government and Housing Act 1989.

**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.