**Job Description**

**Job title: Digital Content Strategist (maternity cover)**

**Grade: 7 Post number: GLA3394**

**Directorate: External Affairs**

**Unit: External Relations**

#### Job purpose

* To translate strategic priorities and message into engaging, audience-focussed and timely content for the Mayor of London and GLA digital channels.
* To provide copywriting and editing that supports the work of the Digital Communications and Marketing Campaigns teams in promoting the work of the Mayor of London and the GLA.
* To champion best practice digital content strategy within External Relations and across the organisation.

#### Principal accountabilities

1. Work with the Digital Communications, Marketing Campaigns, and other External Affairs teams to provide content planning and copywriting that supports the production of audience-focussed digital content to meet GLA strategic goals.
2. Play a proactive role in the development and delivery of the Mayor of London and the GLA’s digital communications strategies across social media, email, digital advertising, web, video, photography and more including emerging channels.
3. Play a proactive role in planning the Mayor of London and the GLA’s day-to-day digital newsroom.
4. Work with the Marketing Campaigns team to ensure that digital channels are integrated appropriately into wider marketing activity, advising and supporting on the use of digital for marketing campaigns.
5. Proof read, edit and amend content in line with qualitative and quantitative insight and feedback from stakeholders.
6. Ensure that copy uses plain English, adhere to the organisation’s editorial and language guidelines and are audience focussed – tailoring messages, scripts and storyboards as appropriate to each channel.
7. Ensure that the language used in marketing communications is accessible to all and complies with the GLA’s Accessible Communications Policy.
8. Use qualitative and quantitative data, as well as web and social analytics to optimise content marketing and support campaign goals.
9. Work with internal clients and project owners to ensure that appropriate planning is undertaken to identify and manage copywriting/editing/proofreading tasks appropriately.
10. Develop and manage relationships with a cross-section of GLA staff including the Mayor’s Office, senior staff and policy leads.
11. Be proactive in identifying and managing workload to ensure efficient management of resources, escalating any potential resource issues to the Senior Digital Communications Manager and Senior Digital Communications Officer in a timely manner.
12. 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.
13. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job and participating in multi-disciplinary cross-department and cross organisational groups and tasks teams.

1. This role could include some work outside of usual office hours, including weekends, bank holidays and evenings.

**Key contacts**

**Accountable to:**  Senior Digital Communications Officer, Senior Digital Communications Manager

**Accountable for:** Resources allocated to the job

**Principal contacts:** Assistant Director External Relations, Senior Manager; Marketing, Brand and Digital; Head of Digital Communications, Mayor’s Office; Senior Digital Communications Manager, Senior Digital Communications Officer, Social Media Executive, Digital team, Creative Services Manager, Marketing team, managers across the authority, GLA group, external suppliers.

**PERSON SPECIFICATION**

**Technical requirements/experience/qualifications**

* Exceptional copywriting and editing skills.
* Experience of using social media, email marketing and/or digital advertising for communications, campaign, PR, advocacy or marketing initiatives.
* A strong understanding of visual storytelling and its uses in digital communications.
* An understanding of data analytics, user experience and accessibility in the context of effective digital communications.
* Experience of audience identification and analysis.
* Working knowledge of website content management systems, email marketing CRMs and design tools.
* Understanding of politically sensitive work.
* Experience of working under pressure and in a changeable environment.

**Behavioural competencies**

### 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 2 indicators of effective performance

* Priorities work in line with key team or project deliverables
* Makes contingency plans to account for changing work priorities, deadlines and milestones
* Identifies and consults with sponsors or stakeholder in planning work
* Pays close attention to detail, ensuring team’s work is delivered to a high standard
* Negotiates realistic timescales for work delivery, ensuring team deliverable can be met

### Responding to Pressure and Change

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

Level 2 indicators of effective performance

* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages other to engage in change initiatives
* Manages team’s well-being supporting them to cope with pressure and change

### Organisational Awareness

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

Level 2 indicators of effective performance

* Challenges unethical behaviour
* Uses understanding of the GLA’s complex partnership arrangements to deliver effectively
* Recognises how political changes and sensitivities impact on own and team’s work
* Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
* Follows the GLA’s position in the media and understands how it impact on work

### Communicating and Influencing

…is present information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us

Level 2 indicators of effective performance

* Communicates openly and inclusively with internal and external stakeholders
* Clearly articulates the key points of an argument, both verbal and written communication
* Persuades others, using evidence-based knowledge, modifying approach to deliver message effectively
* Challenges the views of others in an open and constructive way
* Presents a credible and positive image both internally and externally

### 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 2 indicators of effective performance

* Seeks to understand requirements, gathering extra information when needs are not clear
* Presents the GLA positively by interacting effectively with stakeholders
* Delivers a timely and accurate service
* Understands the differing needs of stakeholders and adapt own service accordingly
* Seeks and uses feedback from a variety of sources to improve the GLA’s service to Londoners

### Research and Analysis

... is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 1 indicators of effective performance

* Uses a variety of methods and sources to gather relevant data and information
* Checks accuracy of data and information before using it
* Assesses trends in data and spots connections to draw meaningful conclusions
* Summarises research outcomes in a clear and concise way
* Focuses on the research goal, working in a systematic way

**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