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| **Job Description** |
| **Job Title:** | Communications & Engagement Manager |
| **Grade:** | 10  | **Post No:** |  |
| **Directorate:** | Chief Executive’s Office |
| **Job Purpose** |
| The Communications and Engagement Manager is responsible for the development, management and delivery of integrated communications (on and offline ) and marketing activities, and campaigns.This work takes place alongside the OPDC community and stakeholder engagement strategy. Combined these two areas of work make-up the OPDC’s Communications and Engagement Strategy and jointly promote and support the delivery of the Mayor of London’s vision for Old Oak and Park Royal internally and externally.  |
|  **Key accountabilities** |
| 1. Support the Head of Communications and Engagement (HCE) and deputise when necessary, covering strategic decisions and work areas on finance, budgeting, tender processes, recruitment, supporting the CEO and Chairman in delivering on their priorities and attendance at key meetings with the Senior Management Team, OPDC Board, GLA Group and Mayoral Advisors.
2. Support the HCE to develop and implement communications and engagement activities across OPDC and the Old Oak and Park Royal regeneration area. To build awareness and understanding – in line with corporate processes, procedures and the OPDC brand & style guidelines to maintain a strong and coherent internal and external visual identity and tone of voice.
3. Manage staff in the Communications and Engagement team and lead a comprehensive and detailed work programme – using expert project management skills, tools and systems – to deliver targeted business outcomes within budget and on time.
4. Applying the appropriate methodology in the delivery of work, report issues that are identified and solve problems using sound judgement and analysis, providing practical and pro-active communications guidance and support to mitigate risks in a timely, sensitive and diplomatic manner.
5. Support the HCE in the handling of and responding to public, media and stakeholder enquiries, in the formation of Corporate ‘lines’, Q&As and FAQs to take, to minimise any potential reputational damage to OPDC and the Mayor of London and as part of any crisis management work.
6. Oversight and sign-off on key messaging and communications across traditional and social media, websites and emerging technologies, taking full advantage of the opportunities offered by digital engagement.
7. Lead evaluation to measure effective communication and engagement activities to ensure campaigns and channels are fit for purpose and meeting business objectives.
8. Support HCE to continue to drive media and press interest, to secure optimum coverage for Old Oak Park Royal and to build and nurture relationships with media contacts, editors, journalists and key influencers. In addition, manage proactive comms such as announcements in relation to the Housing Infrastructure Fund and activities required for the land assembly strategy.
9. Lead on quality control of internal and external comms and engagement to protect the OPDC brand and identity, to ensure consistency across all work areas and in accordance with corporate processes, procedures and guidelines including the review and approval of work on behalf of the HCE as required.
10. Work across OPDC and with partner organisations to offer subject matter expert advice on a range of internal and external communication and engagement topics, relating to OPDC’s role as London’s second Mayoral Development Corporation, a Local Planning Authority and regeneration/infrastructure/ development agency. A key focus in the next 1-2 years will be OPDC’s land assembly strategy.
11. To undertake duties commensurate with the grade and level of this post including the provision of briefings, reports and advice to the CEO, Senior Management Team, OPDC colleagues and the GLA/Mayor’s Office as required (e.g. Mayor’s Question Time and Assembly Plenaries).
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.
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| **Key contacts:** |
| **Accountable to:** | Head of Communications and Engagement |
| **Accountable for:** | Senior Marketing & Events Officer and Senior Engagement Officer |
| **Technical Requirements** |
| * A good understanding of complex political environments and experience of operating effectively within them.
* Excellent track record of developing and delivering a Communications and Engagement strategy with notable impact for the organisation.
* Knowledge and understanding of the media and experience of using different communication approaches to promote strategic policies and priorities.
* Experience of implementing a stakeholder engagement strategy.
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| **Behavioural Competencies** |
| **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 OPDC
* Ensures that the organisation communicates inclusively with staff and external stakeholders
* Acts as a credible and convincing spokesperson and negotiator for the OPDC
* Instils a Corporate commitment to accessible communication

**Building and managing relationships**…… is developing rapport and working effectively with a diverse range of people, sharing knowledge and skills to deliver shared goalsLevel 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 OPDC
* Understands the complexities of political dynamics and uses this to manage relationships and resolve conflict effectively
* Identifies clear win-win situations with external partners

**Decision Making**…… is forming sound, evidence-based judgements, making choices, assessing risks to delivery, and taking accountability for results.Level 3 indicators of effective performance* Makes sound decisions quickly on behalf of the OPDC when a situation requires intervention
* Takes responsibility for team decisions, providing rationale when those decisions are questioned
* Involves senior stakeholders early in decisions that impact them
* Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
* Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

**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 3 indicators of effective performance* Monitors allocation of resources, anticipating changing requirements that may impact work delivery
* Ensures evaluation processes are in place to measure project benefits
* Gains buy-in and commitment to project delivery from diverse stakeholders
* Implements quality measures to ensure directorate output is of a high standard
* Translates political vision into action plans and deliverables

**Organisational awareness**… is understanding and being sensitive to organisational dynamics, culture and politics across and beyond the OPDC and shaping our approach accordingly.Level 3 indicators of effective performance* Uses understanding of differences between the OPDC and its partners to improve working relationships
* Helps others understand the OPDC and the complex environment in which it operates
* Translates changing political agendas into tangible actions
* Considers the diverse needs of Londoners in formulating OPDC objectives
* Helps others understand how the media and external perceptions of the OPDC influence work

**Strategic Thinking**... is using an understanding of the bigger picture to uncover potential challenges and opportunities for the long term and turning those into a compelling vision for action.Level 3 indicators of effective performance* Translates OPDC 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 OPC* 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 & Developing Performance**… is setting high standards for oneself and others, guiding, motivating and developing them, to achieve high performance and meet the OPDC’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 OPDC 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**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 implementationWorking PatternsNone needed however it is likely, given the engagement aspect of this role, that the post-holder will need to spend some time ‘on-site’ on a regular basis to support delivery of the community engagement programme.Reasonable adjustmentReasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work. |