### Job Description

**Job title:** Communications & Liaison Officer

**Grade:** 8 **Post number:** STAF951

**Directorate:** Housing & Land

**Unit:** Programme, Policy and Services

**Job purpose**

To provide internal and external communications support, including stakeholder relations, and marketing support to the Deputy Mayor for Housing and Residential Development.

**Principal accountabilities**

1. Develop and implement communications strategies and activities that support the work of the Deputy Mayor for Housing and Residential Development.

2. Design and manage the programme of stakeholder engagement events from inception to completion, including a regular programme of visits to partner sites, one-off events and the attendance of the Deputy Mayor for Housing and Residential Development at other key external events.

3. Manage relationships with communication contacts in key organisations including London boroughs, housing associations, homebuilders, build to rent developers and the rest of the GLA group.

4. Ensure that the Deputy Mayor for Housing and Residential Development has a full and regularly updated database of key contacts

5. Develop, manage and implement marketing and promotional strategies for key H&L projects, programmes and new initiatives

6. Manage the Deputy Mayor for Housing and Residential Development’s involvement in key external events, identifying and maximising opportunities to promote Mayoral priorities

7. Work collaboratively alongside the Communications/Promotions Officer across the range of Housing & Land communications activity.

8. 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.

9. Ensure that the GLA's branding is appropriately reflected in our projects, sites etc.

10. Work closely and proactively with H&L colleagues and the GLA press and media team to co-ordinate external messaging, deal with enquiries and optimise positive press exposure.

11. Ensure that the H&L DMT has a regular and up to date 'forward look' of key events and opportunities in which the Deputy Mayor for Housing and Residential Development is participating

12. 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.

**Accountable to:** Assistant Director – Housing

**Accountable for:** Staff and resources allocated to the post

**Principal contacts:** Deputy Mayor Housing and Residential Development, senior managers in Housing & Land Directorate, internal/external stakeholders, delivery partners, consultants, contractors

**Person specification**

**Technical requirements/experience/qualifications**

1. Degree level or equivalent

2. First class written and oral communication skills

3. Knowledge of a range of communications and marketing techniques

**Key Experience**

Experience of marketing and promotion of events

Customer service experience with ability to resolve difficult situations

Evidence of producing promotional and advertising material to a high quality

Evidence of event management, preferably in a complex, political environment

**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 2 indicators of effective performance

Develops new professional relationships

Understands the needs of others, the constraints they face and the levers to their engagement

Understands differences, anticipates areas of conflict and takes action

Fosters an environment where others feel respected

Identifies opportunities for joint working to minimise duplication and deliver shared goals.

**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 adapts own service accordingly

Seeks and uses feedback from a variety of sources to improve the GLA’s service to Londoners

**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

Prioritises 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 stakeholders 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 deliverables can be met

**Problem Solving**

… is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions.

Level 2 indicators of effective performance

Processes and distils a variety of information to understand a problem fully

Proposes options for solutions to presented problems

Builds on the ideas of others to encourage creative problem solving

Thinks laterally about own work, considering different ways to approach problems

Seeks the opinions and experiences of others to understand different approaches to problem solving

**Decision Making**

…is forming sound, evidence-based judgements, making choices, assessing risks to delivery, and taking accountability for results.

Level 2 indicators of effective performance

Takes decisions as necessary on the basis of the information available

Makes decisions without unnecessarily referring to others

Involves and consults internal and external stakeholders early in decisions that impact them

Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action.

Demonstrates awareness of the GLA’s decision making processes and how to use them

**Organisational Awareness**

…is understanding and being sensitive to organisational dynamics, culture and politics 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

Translates changing political agendas into tangible actions

Follows the GLA’s position in the media and understands how it impacts on work

**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.