**Job Description**

**Job title:** Senior Communications and Engagement Officer (Regeneration & Economic Development)

**Grade:** 8 **Post number:** GLA3919

**Directorate:** Development. Enterprise and Environment

**Unit:** Regeneration & Economic Development

**Job purpose**

1. The post holder will be responsible for the development and co-ordination of stakeholder engagement, communications and marketing activity relating to the portfolio of the GLA Regeneration & Economic Development Unit (RED) and Local Enterprise & Action Partnership’s (LEAP) work, including co-ordinating the preparation and delivery of this activity, extending the reach of the team’s work across the organisation and to external stakeholders.
2. The post holder will also assist in project planning and management to support the delivery of Regeneration & Economic Development or LEAP programmes and projects.

**Principal accountabilities**

1. Be responsible for preparation of the Regeneration & Economic Development team and Local Enterprise & Action Partnership’s stakeholder engagement, communications and marketing strategies, and the co-ordination of their delivery across the team with internal and external partners.
2. Lead and support the delivery of stakeholder engagement, communications and marketing activities across the Regeneration & Economic Development team, in accordance with the GLA’s marketing, brand and digital guidelines.
3. Work with the marketing and digital teams to ensure the Regeneration & Economic Development team and LEAP’s communication channels (including social and digital), are integrated into the GLA wide marketing and communications activity.
4. Establish and maintain the Regeneration & Economic Development team and LEAP systems and process for ensuring the effective delivery of the communications and marketing activity.
5. Build new and maintain existing stakeholder relationships to ensure effective marketing and communications of the Mayoral and LEAP funded programmes and activities, during promotion, delivery and post implementation.
6. Establish and maintain good working relationships within and outside the Authority and with the Functional Bodies in order to ensure that opportunities for joint communication and marketing are realised.
7. Maximising communications opportunities on project-related questions and correspondence to the Mayor and from Assembly members, Government departments and other organisations in the public, private and voluntary sectors.
8. Ensure communications and marketing activity is consistently undertaken within the context of the Mayoral and LEAP policies, objectives and concerns at conferences, seminars and meetings to external bodies and organisations.
9. Source, select and appoint consultants and contractors to carry out relevant, stakeholder engagement, marketing and communications work in accordance with relevant public procurement, GLA procedures and in conjunction with marketing and digital teams as appropriate. Ensure delivery within the allocated budget/to time/quality.
10. Support the delivery of Mayoral Regeneration & Economic Development and LEAP projects and programmes, as appropriate.
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
12. 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 project teams.
13. Carry out all roles allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards.

#### Dimensions

**Accountable to:** Senior Programme Manager

**Accountable for:** Budgets allocated to specific programmes

**Technical requirements/experience/qualifications**

1. Experience of stakeholder engagement, communications and marketing activities including using communication channels including digital and social media
2. Experience of managing project delivery and delivering results on target and within budget.
3. Experience of managing delivery partners to achieve specified outputs
4. Experience of managing stakeholder arrangements to achieve positive outcomes for the organisation

**Behavioural competencies**

**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

**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 2 Indicators of Effective Performance

* Proactively seeks new information sources to progress research agendas and address gaps in knowledge
* Grasps limitations of or assumptions behind data sources, disregarding those that lack quality
* Analyses and integrates qualitative and quantitative data to find new insights
* Translates research outcomes into concise, meaningful reports
* Identifies relevant and practical research questions for the future

**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 measure to ensure directorate output is of a high standard
* Translates political vision into action plans and deliverables

**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 3 Indicators of Effective Performance

* Encourages and supports teams in engaging in transparent and inclusive communication
* Influences others and gains buy-in using compelling, well though through arguments
* Negotiates effectively to deliver GLA priorities
* Synthesises the complex viewpoints of others, recognises where compromise is necessary and brokers agreement
* Advocates positively for the GLA both within and outside the organisation

**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

* Identifies opportunities for joint working to minimise duplication and deliver shared goals
* 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 Regeneration & Economic Development where others feel respected

**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
* 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 impacts on work

**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 3 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

**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.