**Job title: Communications Manager (Sharing Cities -**

**Horizon 2020 Sharing Cities Programme Management Office)**

**Grade: 8**

**Directorate: Communities and Intelligence**

**Unit: Intelligence Unit**

#### Job purpose

This role will lead the coordination and delivery of communications, stakeholder engagement and marketing activity across the SHARING CITIES (Lighthouse) programme, funded by Horizon 2020, the EU framework programme for research and innovation.

The post holder will be responsible for development and co-ordination of the programme’s communications strategy working with the programme’s Lighthouse and Fellow cities to ensure the strategy meets their needs. A key part of this work will involve stakeholder engagement and marketing in line with the programme’s strategic aims to scale up successful technologies.

Located within the Smart London Team in the GLA Intelligence Unit, the officer will maximise programme impact, proactively working with the Sharing Cities Programme Director, Programme Managers, Programme Board, project partners and Mayor’s Office to achieve this. They will also support the Mayor’s Smarter London Together Roadmap by supporting the implementation and scale up of Sharing Cities more widely.

#### Principal accountabilities

1. Rapid development of a high quality, evidence-based communication strategy and action plan to meet the needs of Sharing Cities partners, and reporting tools to show the impact and benefits of communications activity.
2. Lead on the development of remaining deliverables under Work Package 6 of the programme (‘Communication and Dissemination’).
3. Identify key stakeholders through market research and develop strategies to build relationships with, for example, cities and investors in line with the programme’s strategic aims.
4. Work with the programme’s key partners, cities and the GLA’s marketing and digital teams to ensure the programme’s communication channels are used effectively to meet the needs of the programme. This will include monitoring social media, preparing relevant tweets/posts and ensuring that the Programme Director, Programme Managers and Programme Boards (as relevant) are aware of all communications and marketing activities as related to programme deliverables and issues.

Provide management and leadership to deliver a comprehensive and high performing communications work programme.

1. Act as the main point of contact for external partners for management of marketing and communications services.
2. 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.
3. Ensure that in securing new city partnerships and business opportunities for Sharing Cities (Replication) are developed and captured via communications activities and fed through to relevant partners, particularly the PMO and Work Package 5: Replication and Scale-Up.
4. Ensure that partner and stakeholder directories remain fully up to date, and that the Sharing Cities meetings and events planner is regularly reviewed and informs marketing and communications activities, based on an agreed communications strategy.
5. 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.
6. Maintain timesheets as necessary to record time spent on European-funded programmes (e.g. European Structural and Investment Fund, Horizon 2020) and non-EU-funded activities in order to comply with the funders’ requirements.

#### Dimensions

**Accountable to:** Sharing CitiesProgramme Manager – Partnership Lead (line manager)

Sharing Cities Programme Director

**Accountable for:** Outputs and outcomes of the allocated work, resources allocated to the post

**Principal contacts:** Intelligence Unit, Development Enterprise and Environment Directorate (particularly Environment, Energy and Transport Units), Mayor’s Office / GLA press team, TfL, European Commission Horizon 2020 officers, Sharing Cities City and Work Package leads.

**Technical requirements/experience/qualifications**

1. Experience of stakeholder engagement, communications and marketing activities (including the development of related strategies) including using communication channels including digital and social media
2. Excellent written communications skills and ability to support and influence others by building relationships through clear and persuasive written, verbal and physical presentation and personal credibility.
3. Experience of managing complex stakeholder arrangements to achieve positive outcomes for the organisation and a successful track record of working effectively with colleagues at all levels of an organisation, and across organisational boundaries, including experience of working with public, business, academia and civic society actors and organisations, with an effective understanding of the differences in their perspectives, values and approach.
4. A broad understanding of London and EU agendas for smart cities and technologies, development, infrastructure, planning, transport, housing, environment and sustainability.
5. Able to collate information and undertake research, paying close attention to detail, while managing one’s own workload independently.
6. IT literate with good visual design skills (desirable) and experience of social media campaigns.
7. Willingness and ability to travel internationally as per programme requirements.

**Behavioural competencies**

**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 2 indicators of effective performance

* Works with a view to the future, prioritising own and others’ work in line with GLA objectives
* Briefs and prepares team to accomplish goals and objectives
* Communicates the GLA’s strategic priorities in a compelling and convincing manner, encouraging buy-in
* Balances own team’s needs with wider organisational needs
* Identifies synergies between team priorities and other relevant external agendas

**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 environment 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