### Job Description

**Job title: Mayoral Research Officer**

**Grade: 7**

**Directorate: Mayor’s Office**

#### Job purpose

1. To support social media monitoring, communications and responses in order to reach all Londoners as effectively as possible.
2. Provide research and coordinating capacity between the digital communications team, the Mayor’s strategic communications function, stakeholder relations and the Mayor’s Press Office.

#### Principal accountabilities

1. Monitor social media and other relevant channels for issues relating to the Mayor, Greater London Authority, functional bodies and life in London.
2. Co-ordinate the immediate production and dissemination of GLA and functional body responses to any issues that the Mayor’s Office needs to respond to, including supporting the Head of Digital Communications to get responses and comments drafted, signed off and distributed and working with Mayoral Directors and Deputy Mayors on strategic opinion pieces.
3. Produce briefings for the Mayor’s Office on a wide variety of topics relating to the Mayor, Greater London Authority, functional bodies and life in London.
4. Undertaking original research on a range of topics relating to the Mayor, Greater London Authority, functional bodies and life in London.
5. Drafting online content, editorials, articles, briefings, statements and other written communications as required by the Mayor’s Office.
6. Work with the Mayor’s Senior Adviser for Stakeholder Relations to co-ordinate the provision of timely materials to stakeholders on issues relating to the Mayor, Greater London Authority, functional bodies and life in London.
7. 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.
8. Manage staff and resources in allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards.
9. 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.
10. This job is ‘politically restricted’ under the Local Government and Housing Act 1989

#### Key contacts

**accountable to:** Senior Adviser to the Mayor – Strategic Communications, with dotted line to Head of Digital Communications

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

**key relationships:** Mayoral Directors, Deputy Mayors, Head of Media, Senior Adviser to the Mayoral Director for Communications, Head of Digital Communications, Senior Adviser to the Mayor (Stakeholder Relations), Senior Adviser (External and International Affairs), Mayor’s Research Officer

**PERSON SPECIFICATION**

**Technical requirements/experience/qualifications**

1. An understanding of social media platforms and experience of how to use them effectively to reach varied audiences.
2. A thorough understanding of London government.
3. Experience of working directly with influential, high profile stakeholders in a pressured environment and in dealing with confidential/sensitive issues and documents.
4. Ability to write high quality content for media, social media and briefings at extremely short notice.
5. Excellent IT skills including the ability to easily navigate Outlook and the Microsoft Office Suite

**Behavioural competencies**

**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

**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 2 indicators of effective performance

* Communicates openly and inclusively with internal and external stakeholders
* Clearly articulates the key points of an argument, both in 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

**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

**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 pollical 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

**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 plan 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 teams 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 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

**Reasonable adjustment**

Reasonable adjustments will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.