

**JOB DESCRIPTION**

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| **Role** | Communications Account Manager | **Team**  | Business Support |
| **Reports To** | Director of Strategy | **Directorate** | Strategy |
| **Responsible for** | Communications Account Officer | **Budget** | c.£145k |
| **Post Reference** | STR08 | **Grade** | 3 |
| **Purpose of the Role**  |
| Responsible for the translation of core MOPAC strategies, the Senior Communications Manager will be the first point of liaison for MOPAC’s communication function, internally within MOPAC, and provide the strategic link with the GLA shared services (press, web, design and government relations) external suppliers.The post holder will support the processes, systems and team which ensure that MOPAC communicates effectively and efficiently with all its audiences. They will manage the commissioning and delivery of communications activity from MOPAC with the GLA, external suppliers and partner organisations. They will champion good communications practice across MOPAC, including knowledge maintenance, and take on a number of individual discrete communications projects as on the forward communications planner.  |
| **Main Duties and Key Accountabilities of the jobholder**  |
| * Work across the organisation to support the delivery of the Police and Crime Plan by promoting MOPAC’s work and messages across the communications mix: media, digital, stakeholder communications, events, internal communications and public enquiries.
* Develop and deliver the communications strategy in line with the MOPAC business plan.
* Work in partnership with the Deputy Mayor’s advisers, GLA colleagues and partners in the MPS and stakeholder bodies to deliver co-ordinated and consistent communications.
* Lead the development and implementation of a forward plan for MOPAC communications in partnership with the Deputy Mayor’s advisers and GLA colleagues.
* Work with policy leads, Director of Strategy, GLA media team and Advisors on defining messaging and narrative across the organisation within the policing and criminal justice context.
* Oversee the development and delivery of MOPAC’s “Big Data” tools, through which performance data will be made available to partners, stakeholders and members of the public via a variety of media channels.
* Develop effective and trusted relations with senior management, GLA colleagues, Advisors and external partners to enhance confidence in and satisfaction with the communications function.
* Act as the intelligent client between MOPAC colleagues and communications providers in the GLA and external agencies including IT service providers.
* Lead and motivate a culture of excellence and continuous improvement in communications and work in close partnership with Company Secretary / private Office, giving staff direction, support and development.
* Ensure that communications activities are consistent, congruency, cost-effective and comply with best practice and relevant legislative frameworks.
* Coach and train MOPAC colleagues in good communication practice and act as a source of expert advice on how communications can help meet their business objectives.
* Lead on best practice within the organisation on our brand and what templates we use for which communications.
* Manage communications officer
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| **Working Relationships and Contacts**  |
| The post holder will be required to develop and maintain effective working relationships across the GLA family, partner agencies and their representative bodies, the Metropolitan Police and statutory and third sector partners.  |
| **Person Specification**  |
| **Knowledge and Experience*** Demonstrable experience of leading on corporate communications in a complex organisation.
* Track record of developing and delivering communications with impact and demonstrable results.
* A degree or other relevant qualification and/or membership of a professional body (e.g. CIPR, CIM).

The post holder will be expected to take on such corporate responsibilities as may be necessary from time to time. This role will require the need to work outside office hours occasionally.**Required Competencies****Setting Direction**1. Seeing the big picture - Develop an in-depth insight into the dynamics and issues surrounding MOPAC including political, economic, social, environmental and technological impacts
2. Changing and improving - Create a culture of flexibility and responsiveness, mobilising MOPAC to respond swiftly to changing priorities and turn ambiguous or difficult situations into opportunities
3. Making effective decisions - Identify and evaluate risks and options and develop MOPAC wide strategies to manage and mitigate

**Engaging People**1. Leading and communicating - Influences the thinking of other organisations, encouraging them to deliver in line with the Mayor’s Police and Crime Plan
2. Collaborating and Cross Team Working - Confront issues and challenge assumptions at the highest levels with delivery partners, stakeholders and clients in an assertive yet constructive way
3. Building capability for all - Develop and maintain organisational commitment to problem solving, empowering people to experiment and achieve organisational results together

**Delivering Results**1. Achieving outcomes - Role model strong leadership, influence and accountability for the achievement of outcomes relevant to MOPAC’s priorities
2. Delivering value for money - Maintain a clear focus on maximising resource efficiency, continually questioning the value of activities against strategic priorities
3. Managing a quality service - Define and integrate clear structures, systems and resources required across the MOPAC to promote efficient service delivery
4. Delivering at pace - Set, maintain and ensure a clear direction for the MOPAC, with highly focused priorities and project outcomes
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| **General Responsibilities** |
| * To adhere to MOPAC’s Equality & Diversity and Equal Opportunities policies in all activities.
* To be responsible for your own health and safety and that of your colleagues and all others in the workplace, in accordance with MOPAC Health and Safety policies.
* To work in accordance with data protection policies and adhere to Freedom of Information policies where appropriate.
* To undertake such other duties as may be reasonably expected.
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| **Management Responsibilities** |
| * To ensure, with MOPAC’s COO and, where appropriate, legal advisors, that the Mayor, DMPC and MOPAC fulfil their legal and audit related obligations, are statutorily compliant and respond efficiently and effectively to relevant London Assembly committees and sub-committees
* Fully contribute to the effective leadership of the organisation and the development of a delivery culture which enables MOPAC to improve and innovate and effectively deliver the Mayor and Deputy Mayor’s visions.
* To promote equality and inclusion across all of MOPAC’s programmes and employment through policy initiatives, personal example, open commitment, clear action and direction.
* Responsible for the effective management of performance and capacity with direct reports, confidently resolving people issues and supporting team members in their professional development and designing individual, team and corporate development. Undertake mentoring and coaching roles within the organisation ensuring the necessary development of skills and capabilities needed.
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