### Job Description

**Job title: Digital Communications Officer**

**Grade: 6**

**Directorate: Assembly & Secretariat**

**Unit: London Assembly Conservative Group**

#### Job purpose

To work as part of the London Assembly Conservative Group press team and to support the Members in all matters relating to the press, but with a specialism in digital communications. Key to this role will be to raise the online profile of the Members to promote their work.

#### Principal accountabilities

1. To contribute to, and implement, an online media strategy for the London Assembly Conservative Group Members. To set up and manage Twitter, Facebook, blogs and other social media outlets for Members and to work with members on online campaigns.
2. To seek and exploit opportunities to raise the profile of Conservative Members online to promote their work and support them in their roles as an Assembly Member.
3. To provide wide-ranging media support to Assembly Members, the Press Team and Head of Office as necessary. This will include drafting press releases, letters and policy and constituency reports to publication standard and keeping an audit of coverage.
4. To act as the first point of contact for the allocated Assembly Member(s) for all people within and without the organisation, representing the views and interests of the Member(s) in an effective and professional manner, and dealing with a wide range of internal and external people and organisations. This includes acting as a primary contact for members of the media.
5. To assist with the development and production of newsletters and other written communications for Members as directed by the Head and Deputy Head of Office.
6. To keep up to date with developments in current affairs to provide proactive public affairs support to the London Assembly Conservative Group Members, including working with colleagues to identify questions for Mayor’s Question Time arising from, and leading to, online and social media campaigns.
7. To act and manage resources allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards; to 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; to realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, participating in multi-discipline cross departmental and organisational groups and task teams.

#### Key contacts: Conservative Group Assembly Members; Conservative Group Head and Deputy Head of Office, Senior Press officer

**Accountable to:** Senior Press Officer

**Accountable for:** Resources allocated to the job.

**Person specification**

**Technical requirements/experience/qualifications**

1. Experience and evidence of running online media campaigns.
2. Understanding of current affairs, the political context of London government and the major issues facing the capital.
3. Evidence of working successfully, in a similar role in a high profile organisation, or for high profile people.
4. Ability to utilise the latest information and communication technologies and formats for media purposes. Be proficient in the design and production of newsletters and reports for members. Some experience of using the program InDesign would be helpful.
5. Demonstrate commitment and understanding of the role of the GLA in promoting equality and working with diverse groups in developing the work required to advance the needs of Assembly Members.

**Behavioural competencies**

**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 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

#### Responding to Pressure and Change

… is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.

###### Level 2 indicators of effective performance

* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages others to engage in change initiatives
* Manages team’s well-being, supporting them to cope with pressure and change

### 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

### 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

#### Working Patterns

Maybe required to work out of office hours.

**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.