**Job title: Marketing Officer (Sharing Cities -**

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

**Grade: 6**

**Post number: STAF 1005**

**Directorate: Communities and Intelligence**

**Unit: Intelligence Unit**

#### Job purpose

#### The post holder will provide a range of support to Sharing Cities, primarily working with the Programme Management Office (PMO) team and lead communications partner (EUROCITIES) to develop and coordinate communications activity across the programme and market Sharing Cities to key stakeholders.

#### The post holder will maximise the impact of these activities in line with the programme’s strategic aims to scale up successful technology, and contribute to the activities of the wider Smart London Team.

#### The post holder will also undertake a range of project tasks and administrative duties to support the PMO as required, and to engage in some international travel.

#### Principal accountabilities

1. Support the GLA PMO for the Horizon 2020 Lighthouse project ‘Sharing Cities’ to implement the marketing and communications strategy.
2. Identify key stakeholders through market research and develop strategies to build relationships with key stakeholders including cities and investors.
3. Organise a calendar of marketing events and strategically plan the involvement of the GLA.
4. Contribute to the communications activities of the wider Smart London team, and provide administrative support as necessary.
5. Write, edit and proofread accurate, high quality slide packs, presentations and press releases for use by the Sharing Cities programme and relevant programme partners and keep the Sharing Cities marketing materials up to date.
6. Prepare and monitor newsletter schedules and content for circulation across the Sharing Cities partnership. Prepare and update GLA / PMO intranet and webpages and develop these into active and regular communications channels within the Sharing Cities partnership.
7. Monitor social media and prepare tweets/posts, 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.
8. Develop and maintain positive working relationships with delivery partners and other internal and external stakeholders to help achieve the responsibilities of the post.
9. Proactively organise relevant meetings and events, including supporting team members and programme partners with logistics, briefing papers, timetabling, the booking of travel, submission of team expenses and the management of diaries and calendars. This will include supporting the Programme Manager (Partnership Lead) on organising and minuting the bi-annual Consortium Meeting.
10. Work with colleagues in the PMO to proactively manage the Shared Drive and ensure that the data and information is coherently organised, properly catalogued and permissions are granted to relevant programme partners.
11. To ensure that partner and stakeholder directories are fully up to date, and that the Sharing Cities meetings and events planner is regularly reviewed and informs marketing and communications activities.
12. 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.
13. 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.
14. 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**

* A relevant degree or equivalent professional qualification or ability to demonstrate an equivalent level of knowledge and skills gained through experience.
* Thorough knowledge of project management and ability to manage a range of competing demands including the organisation of meetings and events.
* 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.
* 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.
* A broad understanding of London and EU agendas for smart cities and technologies, development, infrastructure, planning, transport, housing, environment and sustainability.
* Able to collate information and undertake research, paying close attention to detail, while managing one’s own workload independently.
* IT literate with good visual design skills (desirable) and experience of social media campaigns.
* Willingness and ability to travel internationally as per programme requirements.

**Behavioural competencies**

**Building & Managing Relationships**

… is developing rapport and working effectively with a diverse range of people,

sharing knowledge and skills to deliver shared goals.

Level 2

* 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

**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 1

* Listens to understand requirements without making assumptions
* Demonstrates an enthusiastic and ‘can do attitude’ to all requests
* Provides timely, accurate and personalised responses
* Provides a polite and helpful first point of contact for stakeholders
* Learns from feedback to improve personal service to others

**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

* 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

**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 1

* Plans and prioritises own workload to meet agreed deadlines
* Advises colleagues or manager early of obstacles to work delivery
* Perseveres and follows work through to completion
* Checks for errors to ensure work is delivered to a high standard first time
* Effectively juggles priorities

**Research & 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

* 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

**Problem Solving**

… is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions.

Level 2

* 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 approaches to problem solving
* Seeks the opinions and experiences of others to understand different approaches to problem solving

**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 1

* Stays calm in pressurised and demanding situations
* Responds flexibly to changing circumstances
* Recognises when unable to cope and asks others for help
* Demonstrates openness to changing work priorities and deadlines
* Maintains personal well-being and achieves a balance between work and home life

**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.