**Job description**  
  
Job title: Senior Digital Communications Officer   
  
Grade: 8 Post number: GLA1810  
  
Directorate: External Affairs  
  
Unit: External Relations  
  
  
**Job purpose**

To help develop and deliver the Greater London Authority’s digital communications programme to meet strategic marketing and communications goals, including extending our reach, driving engagement and ensuring Londoners have access to the benefits of the work of the GLA and the Mayor of London.   
  
**Principal accountabilities**

1. Advise the Digital Communications Manager on how to develop and deliver the Mayor of London and City Hall’s digital communications strategies across social media, email, digital advertising, web, video, photography and more including emerging channels.
2. Play a proactive role in running the Mayor of London and City Hall’s day-to-day digital newsroom.
3. Work with the marketing campaigns team to ensure that digital channels are integrated appropriately into wider marketing activity, advising and supporting on the use of digital for marketing campaigns.
4. Work with the digital team to ensure public-facing digital products and user journeys are optimised, engaging and integrated into our broader communications and marketing activity.
5. Develop and plan data capture initiatives, working with stakeholders to ensure that data capture is a priority in our engagement with Londoners.
6. Create digital communications best practice guidelines and develop and implement training and support packages to enable the successful uptake and use of digital communications tools across the organisation.
7. Develop and manage relationships with a cross-section of City Hall staff including the Mayor’s Office, senior staff and policy leads.
8. Deputise for the Digital Communications Manager at meetings with senior external and internal stakeholders, including the Mayor’s Office.
9. Support the Digital Performance Analyst in analytics and performance reporting, championing results and insights to improve future effort.
10. Help procure, implement and maintain digital tools ensuring they are cost-effective and meet different user needs, and hold client relationships with external suppliers.
11. Create and maintain financial documentation for contracts and procurement, including budgets and decisions forms.
12. Line manage key roles within the digital communications team.

**Key contacts**  
Accountable to: Digital Communications Manager   
Accountable for: Resources allocated to the job   
Principal contacts: Marketing Manager, Press Officers, External Relations Digital and Creative Services teams, Head of Marketing Campaigns, Head of Digital Communications (Mayor’s Office), Policy Teams, external suppliers.

**Person specification**  
  
**Technical requirements/experience/qualifications**

* Significant experience of using social media for communications and marketing initiatives, and in scoping, planning and delivering digital communication programmes.
* Significant experience of email marketing, preferably with some experience of overall email channel management within an organisation.
* Significant experience of implementing data capture strategies and managing data.
* Significant experience of working under pressure and in a changeable environment.
* Experience of the use of digital communications including digital advertising in integrated marketing campaigns.
* Experience of audience identification and analysis.
* Excellent communicator with the ability to educate and gain by-in to new ideas and new ways of doing things.
* Excellent copywriting and editing skills.
* Working knowledge of project management platforms and software, CMS and design tools.
* Understanding of politically sensitive work and the role of digital communications professionals in this context.
* Line management experience.

**Behavioural competencies**

**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 two indicators

* 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 two indicators

* Delivers a timely and accurately service
* Understands the differing needs of stakeholders and adapts own service accordingly
* Seeks and uses feedback from a variety of sources to improve the GLA’s service to Londoners

Level three indicators:

* Manages stakeholder expectations, so they are high but realistic
* Is a role model to others, encouraging them to think of Londoners first

**Communicating and Influencing**   
…..is presenting the information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us;

* Encourages and supports teams in engaging in transparent and inclusive communication
* Influences others and gains buy-in using compelling, well thought 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

**Managing and Developing Performance**  
.....is setting high standards for oneself and others, guiding, motivating and developing them to achieve high performance and meet the GLA’s objectives and statutory obligations

Level two indicators

* Seeks opportunities to develop professional skills and knowledge and encourages team to do so
* Ensures own and others’ workloads are realistic and achievable
* Gives staff autonomy and confidence to perform well and to their potential

Level three indicators

* Motivates and inspires others to perform to their best, recognising and  
  valuing their work and encouraging them to learn and reflect
* Agrees and monitors challenging, achievable performance objectives in line with GLA priorities
* Manages performance issues effectively to avoid adverse impact on team  
  morale and performance

**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

* 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 agendas

**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 three indicators

* 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

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

Level two indicators

* 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