**Job Description**

**Job title: External Communications Officer**

**Grade: 8 Post number: GLA2775, GLA2776, GLA2777**

**Directorate: Secretariat**

**Unit: Scrutiny**

**Job purpose**

Devise and implement targeted external communications plans for the London Assembly and its Committees in order to maximise the impact of the Assembly's work.

**Principal accountabilities**

1. Develop innovative and effective external communications plans for projects undertaken by the London Assembly to ensure that the Assembly is maximising its impact and achieving its goals of holding the Mayor to account and representing the views of Londoners.
2. Work with Assembly Members and other staff in the Secretariat to develop, plan and deliver integrated impact strategies for the work of London Assembly Committees.
3. Develop and implement external communications plans to maximise the impact of the work of the London Assembly and its Committees, including events, speeches, press articles, websites, visual channels and emerging technologies, taking full advantage of the opportunities offered by digital engagement.
4. Respond to media and events enquiries and coordinate requests for interviews and speaking opportunities with Assembly Members.
5. Through mapping and analysis of stakeholder engagement, ensure that all communications and public affairs strategies shape and influence debate, are appropriate for the audiences that the Assembly is trying to reach and that the focus is always on the impact the Assembly is trying to achieve.
6. Take a rigorous approach to external communications planning and management, ensuring propositions are based on impact and effectiveness, appropriate strategies are defined and effective project management processes are in place throughout the entire project lifecycle, including follow up.
7. Provide support and advice to the Chair , Deputy Chair and Assembly Members on the external relations aspects of their Assembly responsibilities
8. Support the provision of a media service for Greater London Authority elections.
9. Manage resources allocated to the job in accordance with the Authority’s policies and code of Ethics and Standards.
10. 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 tasks teams
11. 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,

**Key contacts**

Accountable to: External Communications Manager

Accountable for: Resources allocated for the job

Principal contacts: Chair, Committee Chairs, Group Leaders, Assembly Members, Senior Managers and staff in the Secretarait

**Person Specification**

**Technical requirements/experience/qualifications**

1. Experience of delivering a broad range of external communications strategies, initiatives and techniques to achieve the desired impact.
2. Experience and understanding of how organisations increase their influence on the policy issues that matter to them.
3. Knowledge and understanding of the media and experience of using different media to promote strategic policies and priorities.
4. Knowledge and understanding of London and the issues facing a major world city.
5. Evidence of the ability to write concisely and fluently.
6. Experience of measuring and recording the impacts of external communications strategies.

**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 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

**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 mange others’ expectations

Level 2 indicators of effective performance

* Seeks to understand requirements, gathering extra information when

needs are not clear

* Presents the GLA positively by interacting effectively with stakeholders
* Delivers a timely and accurate 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

**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;

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

**Decision Making**

…is forming sound, evidence-based judgements, making choices, assessing risks to delivery and taking accountability for results

Level 2 indicators of effective performance

* Takes decisions as necessary on the basis of the information available
* Makes decisions without unnecessarily referring to others
* Involves and consults internal and external stakeholders early in decisions
* that impact them
* Identifies potential barriers to decision making and initiates action to move
* a situation forward
* Demonstrates awareness of the GLA’s decision making processes and how
* to use thems forming sound, evidence-based judgements, making choiceassessing risks to delivery, and taking accountability for results

**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

**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 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

**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

#### Political Restriction

#### This job is ‘politically restricted’ under the Local Government and Housing Act 1989

**Working Pattern**

**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.