### Job Description

**Job title: Audience Growth Officer**

**Grade: Grade 6**

**Directorate: Communities & Intelligence**

**Unit: City Intelligence Unit**

#### Job purpose

Develop and manage consumer focused digital acquisition plans, including organic and paid programmes and campaigns, to grow City Hall’s online community, Talk London. The Audience Growth Officer will be responsible for planning and managing delivery of those activities as well as reporting on performance. The role will include some ad hoc offline activity as well.

#### Principal accountabilities

1. To work on acquisition initiatives to grow the Talk London membership, particularly targeting underrepresented member groups. This will include both ongoing activity and projects as well as working to develop and deliver compelling, highly shareable campaigns and content.
2. Take a rigorous approach to campaign planning and management, ensuring that objectives are clearly defined, appropriate performance management processes are in place, propositions are based on consumer behaviour and need, appropriate channel strategies are defined, and effective project management processes are in place throughout the entire campaign lifecycle.
3. Work closely with the Digital Analyst to set up and run optimisation tests on Talk London to optimise the sign-up conversion rate and understand the effects of different propositions and CTAs for the Talk London audience.
4. Work on search engine optimisation to enhance member acquisition from organic search traffic, and track the effects of SEO efforts.
5. Set up, test, run and optimise social media advertising, as needed during campaigns and for ongoing acquisition programmes, with target CPAs and in conjunction with the Marketing, and the Digital and Creative Services team.
6. Make use of influencers and partners for the purposes of member acquisition, including GLA influencers and other external influencers who are able to connect with our target audiences.
7. Work closely with Marketing, and the Digital and Creative Services team to ensure that Talk London delivers campaigns and marketing activity efficiently and effectively.
8. Ensure that Talk London community growth plans are communicated to colleagues in Marketing and Digital teams and seek opportunities to align and integrate a Talk London offer in broader City Hall campaigns, including making use of cross-promotional opportunities within GLA and partners
9. Be results-driven, tracking every aspect of work and optimising efforts towards most effective engagement tactics and user journeys, communications and copy. Work closely with the Digital Analyst to track and enhance performance, and to provide and present end-of-project reports
10. With the Digital Engagement & Product Manager and the Community Engagement Officer, to plan full user journeys; from initial engagement to sign-up conversion and through to active participation in content on Talk London itself. Take a proactive and collaborative approach to managing overlap in your work areas.
11. Manage resources allocated to the job in accordance with the Authority’s policies and code of Ethics and Standards.
12. 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.

#### Key contacts

**Accountable to:** Digital Engagement & Product Manager

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

#### Principal contacts: Digital Engagement & Product Manager, Talk London team, Opinion Research Manager, Marketing team, Digital and Creative Services Team, Press Officers, Head of Digital Communications, external suppliers (including digital and marketing agencies).

**Technical requirements/experience/qualifications:**

1. Demonstrable experience of working in and audience development role, or of planning and delivering impactful marketing acquisition activity and campaigns
2. Demonstrable experience of running social media advertising
3. Demonstrable online communications experience, including proofreading and editing
4. Experience in managing agencies e.g. to create and run digital content and digital ads
5. Excellent reporting and analytical skills, with Google Analytics experience and knowledge of other tools for web analytics e.g. Data Studio
6. Experience of website content management systems and email campaign software
7. Experience of Search Engine Optimisation

**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

* Actively engages partners and encourages others to build relationships that support GLA objectives
* Understands and recognises the contributions that staff at all levels make to delivering priorities
* Proactively manages partner relationships, preventing or resolving any conflict
* Adapts style to work effectively with partners, building consensus, trust and respect
* Delivers objectives by bringing together diverse stakeholders to work effectively in partnership

**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 2 indicators

* Seeks to understand requirements, gathering extra information when the 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 information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us.

Level 2 indicators

* 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 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

* Takes decisions as necessary based on 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 them

**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

* 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 deliver, ensuring team deliverables can be met.

**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

* 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

**Working patterns**

No unusual work patterns

**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.