### Job Description

**Job title: London Borough of Culture Communications Coordinator**

**Grade: 8**

**Directorate: Communities and Intelligence**

**Unit: Culture and Creative Industries**

**Job purpose**

This role is focused on coordinating internal and external stakeholder communication primarily for the London Borough of Culture round two programme launching in 2019.

**About London Borough of Culture**

London Borough of Culture is a high-profile funding programme to highlight the unique character, stories, and identities of London’s boroughs. Inspired by schemes like the EU City and UK Capital of Culture, the aim is to deliver an ambitious cultural programme with the voice of local people at its centre, celebrating the character of the place and bringing together world class cultural organisations. It should enable London’s public authorities to understand, value, embed and invest in culture across their communities.

**Principal Accountabilities**

1. To keep internal GLA teams updated on the progress of the project and to act as a point of contact regarding the internal promotion and awareness of the project.
2. To plan for and coordinate stakeholder communications and broader engagement across London Boroughs, the cultural sector across London, including with stakeholders and businesses. Keeping the visibility of the project high especially during planning periods and in the lead up to key announcements (e.g. bidding phase, shortlist moment and winners’ announcements) .
3. To coordinate internal GLA/Transport for London/London & Partners communications, including responding to correspondence on the Writeon system, and coordinating communications across all strategic partners, supporting bids, briefings and speeches, filming and promotional activities for all press events and announcements.
4. To support the planning and delivery of large-scale stakeholder events in coordination with relevant GLA teams including the events team. Liaise with the Mayor’s Private Office to co-ordinate Mayoral attendance at London Borough of Culture events, including writing bids, briefings and speech notes, and supporting with event logistics and schedules.
5. To develop and establish key stakeholder relationships with the winning boroughs post announcement, acting as the interface between the Mayor’s office and boroughs. To support all winning boroughs in developing marketing and communications strategies to ensure maximum profile for the launch and ongoing programmes.
6. Responsibility for researching, writing and preparation of written documents, associated with the programme, as well as sourcing high quality images and case studies. Managing all content for press releases, bids and briefings alongside working with writers/designers to edit and update information when required.
7. To manage all website updates and content development and the delivery of regular e-bulletins working alongside the GLA Digital team. This will include writing social media communications on platforms including Facebook and Twitter, the development of a London Borough of Culture blog and ensuring information is shared with external culture and community networks via newsletters and publications.
8. To coordinate and support delivery of the marketing and communications strategy in collaboration with GLA marketing team and the Internal Working Group and Partners Board. This will include delivering a co-design canvas with GLA Marketing team to build on the London Borough of Culture campaign, as well as supporting and implementing marketing/branding campaigns across boroughs.
9. 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.
10. Manage staff and resources, allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards.
11. 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.

### Key relationships

**Accountable to:** Principal Policy Officer – London Borough of Culture

**Accountable for:** Resources allocated to post.

**Principal contacts:** Culture team, marketing, comms and digital teams, external partners, London Borough officers.

**PERSON SPECIFICATION**

### Technical requirements/experience/qualifications

1. Demonstrable understanding of culture and creative industries policy in London.
2. Strong track record of successful planning and delivery of large scale, high profile cultural events and projects.
3. Experience of working with high profile stakeholders and senior management in a complex political environment and preparing briefings.
4. Experience of developing and implementing integrated communication strategies, working with the media, and managing communications campaigns related to the cultural sector.
5. Excellent writing skills including drafting and editing copy and correspondence for a wide and varied readership.

**Behavioural competencies**

**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

**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 3**

* 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

**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 3**

* Understands diverse stakeholder needs and tailors team deliverables accordingly
* Is a role model to others, encouraging them to think of Londoners first
* Manages stakeholder expectations, so they are high but realistic
* Removes barriers to understanding the needs of diverse stakeholders, including hard to reach groups
* Focuses own and team’s efforts on delivering a quality and committed service

**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

Reasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.