

Job Description

Job Title:	Head of Communications & Engagement		
Grade:	12	Post No:	
Directorate:	Chief Executive's Office		

Job Purpose

Reporting to the corporation's Director of Communications, Engagement & Strategy, the Head of Communications & Engagement will be responsible for the comprehensive planning and implementation of OPDC's communications, marketing, external relations, community engagement and media management.

The Head of Communications and Engagement will support OPDC's Chair, CEO, Board and other directorates, providing expertise, quality control and assurance to shape corporate and programme strategies, as well as deputising where necessary for the Director of Communications, Engagement & Strategy,.

Principal accountabilities

1. Own the implementation forward-thinking communications strategies, including horizon scanning, strategic planning and core messaging for internal and external audiences, to include proactive announcements and campaigns, as well as crisis and risk management plans.
2. Own the implementation of the community engagement strategy to effectively inform, involve, empower and collaborate with local community stakeholders, councils, residents and businesses through inclusive consultations, engagement and outreach.
3. Lead on the strategic use of communications channels (digital, media, publications and internal communications) to positively position OPDC and improve the reputation of OPDC amongst staff, the public, and key stakeholders.
4. Implement a programme of positive communications opportunities across industry events and the media to positively position OPDC's development plans and highlight delivery onsite, driving media interest to secure optimum coverage, nurturing relationships with media contacts, editors, journalists and key influencers and seeking collaborative opportunities with developers and stakeholders.
5. Act as lead press contact for OPDC, working with the GLA's press team to oversee the handling of media enquiries.
6. Work closely with the Mayor's office to prepare and implement external relations and public affairs campaigns that secure effective and ongoing external engagement opportunities with target national; regional and local politicians.

7. Prepare briefings, FAQs and reports to the CEO, Senior Management Team, OPDC colleagues and the GLA/Mayor's Office as required (e.g. Mayor's Question Time and Assembly Plenaries).
8. Work with the teams across the organisation to ensure that OPDC meets its statutory communications requirements, including planning consultations, corporate reporting and supporting information transparency.
9. Accountable for all corporate and third party use of brand and messaging to ensure consistent application across all media – taking responsibility as the guardian of the written brand.
10. Manage and develop the Communications and Engagement team to ensure that delegated responsibilities are achieved, including ensuring on-going performance management.
11. Measure and report on the effectiveness of all communication activities to ensure campaigns and channels are fit for purpose and meet business objectives.
12. Manage the budget for communications. The post-holder will have primary responsibility for communications projects that fall within the CEO budget.
13. Prepare and present updates, approval papers and reporting relating to communications for SMT, the Board, the GLA and any other appropriate decision-making forums.
14. 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.

This is not an exhaustive list of duties. The need for flexibility, shared accountability and team working is required, and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities, whenever reasonably instructed.

Key contacts:

Accountable to:	Director of Communications, Engagement & Strategy
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Accountable for:	Communications and Engagement Team
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Technical Requirements

1. Excellent track record of developing and delivering Communications and Engagement strategies with notable impact for the organisation.
2. Knowledge and understanding of the media and experience of media handling using different communication approaches to promote strategic policies and priorities.
3. Knowledge and experience of operating in a complex political environment with a successful track record of providing advice to politicians, Chief Executives and senior managers on complex and sensitive issues.
4. Exceptional written and presentational skills and comfortable with preparing and presenting a range of written and digital material to an excellent standard.

Behavioural Competencies

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 4 indicators of effective performance

- Articulates self with credibility and conviction, encouraging buy-in to corporate position
- Influences the thinking of other organisations, encouraging them to deliver in line with the OPDC
- Ensures that the organisation communicates inclusively with staff and external stakeholders
- Acts as a credible and convincing spokesperson and negotiator for the OPDC
- Instils a corporate commitment to accessible communication

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 4 indicators of effective performance

- Identifies and engages a diverse range of influential contacts within stakeholder and community groups, and partner organisations
- Builds alliances to establish mutually beneficial working arrangements, openly sharing knowledge and insights
- Actively challenges and addresses 'silo attitudes' to encourage effective relationship building inside and outside the OPDC
- Understands the complexities of political dynamics and uses this to manage relationships and resolve conflict effectively
- Identifies clear win-win situations with external partners

Decision Making

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

Level 3 indicators of effective performance

- Makes sound decisions quickly on behalf of the OPDC when a situation requires intervention
- Takes responsibility for team decisions, providing rationale when those decisions are questioned
- Involves senior stakeholders early in decisions that impact them
- Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
- Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

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 3 indicators of effective performance

- 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 measures to ensure directorate output is of a high standard
- Translates political vision into action plans and deliverables

Organisational awareness

... is understanding and being sensitive to organisational dynamics, culture and politics across and beyond the OPDC and shaping our approach accordingly.

Level 3 indicators of effective performance

- Uses understanding of differences between the OPDC and its partners to improve working relationships
- Helps others understand the OPDC and the complex environment in which it operates
- Translates changing political agendas into tangible actions
- Considers the diverse needs of Londoners in formulating OPDC objectives
- Helps others understand how the media and external perceptions of the OPDC influence work

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 and action.

Level 4 indicators of effective performance

- Develops a positive and compelling vision of London's future potential, demonstrating confidence in the strategic direction of the OPDC

- Translates an understanding of the complex and diverse threats and issues facing London into positive action
- Proactively involves partners in strategic thinking, incorporating their views into plans and working with them to align strategic priorities
- Sets organisational priorities by identifying where time and investment is needed most
- Generates and leads strategic initiatives that reflect the OPDC's position as a regional authority

Responding to Pressure & Change

... is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.

Level 4 indicators of effective performance

- Demonstrates resilience in the face of challenge from staff, media and partner organisations
- Promotes the GLA as a flexible organisation, responding to the changing needs of Londoners
- Shows positivity in the face of external pressure, minimising negative impact
- Drives a culture of continuous improvement
- Sets the direction for organisational development and ensures effective communication of change initiatives

Working Patterns

Hybrid working, a minimum of three days a week in our offices in North Acton or 'on site' at stakeholder, industry and community meetings or events. This role is likely to include some weekend and evening working.

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.