

MAYOR OF LONDON

BAME RECRUITMENT

DEPUTY HEAD OF MEDIA

ROLE BRIEF

LONDON

Hello,

Thanks for your interest in a role with London's City Hall.

This is a rare opportunity to play a pivotal role in delivering media and communications on behalf of the Mayor of London.

From tackling the housing crisis, reducing violent crime and cutting air pollution, to protecting London's interests over Brexit and creating a truly 24 hour city – this is your chance to get involved in some of the biggest issues affecting the capital.

As Deputy Head of Media, you'll be part of a busy press team working at the heart of City Hall where no two days are the same, dealing with media from across the globe and generating great media coverage through creative ideas.

You'll work closely with the Mayor and their team, providing the expertise that shapes our communications policy and demonstrating the political awareness essential in a fast paced and complex environment.

LONDON

You'll be coordinating the work of our highly motivated press team and using your excellent communication and people skills to build relationships with teams across City Hall, as well as a range of different media and outside organisations.

If you love London in all its diversity and openness and you want to be part of making it even better, why not come and join us?

I can highly recommend City Hall as a great place to work. There are many opportunities to develop your career here too.

Wishing you the best of luck.



Sam Hart
Head of Media
Mayor of London's Press Office



The Greater London Authority (GLA) is an equal opportunities employer committed to creating a genuinely inclusive workplace, where they embrace the differences of all their colleagues, celebrate diversity, promote equality and challenge discrimination.

London's diversity is its biggest asset and the GLA strives to ensure their workforce reflects London's diversity at all levels. They welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith or disability.

The GLA expects candidates to be able to demonstrate a clear commitment to, and achievement in, promoting diversity, equality and inclusion.

Applicants who declare they have disability will be considered under their Guaranteed Interview Scheme (GIS). They recognise both the Equality Act 2010 definition and the social definition. For more information click [here](#).



BAME Recruitment and the Mayor are now working together to recruit the new **Deputy Head of Media (Mayor's Press Office)**.

If you're interested in this exciting role, please read on for more information and to find out how to apply.

Job title: Deputy Head of Media (Mayor's Press Office)
Grade: 11
Salary: £57,471 - £62,211 plus on-call allowance of £6,274 per annum
Directorate: External Affairs, Communities & Intelligence

This job is 'politically restricted' under the Local Government and Housing Act 1989.

JOB PURPOSE



The GLA is looking for a new **Deputy Head of Media (Mayor's Press Office)** who will:

1. Provide press/media and communications advice and services to the Mayor of London, the Deputy Mayors and their advisors and senior GLA officers.
2. Provide press and communications advice to the Mayor's Office for Policing and Crime (as a shared service).

PRINCIPAL ACCOUNTABILITIES



They are looking for an exceptional candidate who will:

- Work in partnership with the Head of Media and Mayoral Director of Communications, providing high-level strategic advice on media/communications across the full range of Mayoral responsibilities and priorities, advise on new communications developments and strategies and give guidance on best practice.
- Assist the Head of Media in managing the day to day operation of the press team, working with the Mayor's Office, Deputy Mayors, advisors and the GLA's policy teams to deliver timely, impactful, proactive and reactive media content.
- Coordinate the work of the various press office desks to ensure effective and efficient communication with the media and stakeholders.
- Develop and maintain relationships with a network of key external contacts, including London and national media, to ensure effective communication of the Mayor's policies and strategies.
- Take an active role in media/communications planning for international Mayoral trips and accompany the Mayor to appropriate external engagements as required.

PRINCIPAL ACCOUNTABILITIES



- Prepare well written, concise briefing papers, media strategies and other media materials
- Play an active part in the 24-hour, seven day a week rota provided by the press office and support the on-call press officer out of hours as required.
- Take an active role in the implementation of City Hall's response to a major incident and any necessary work in relation to London's preparedness. Assist with co-ordinating an effective and efficient press office response to a major or catastrophic incident affecting London, including close liaison with the Mayor's Office, London Resilience, police and other emergency services and the GLA Group.
- Lead on developing and overseeing systems to ensure maintenance of the press office media grid, social media channels, media database and team on-call rotas. Play a key role in the management of the press team and the performance, training and development of individual members of the team.
- Manage staff and resources allocated to the job in accordance with the GLA's policies, realising the benefits of a flexible approach to work, and participating in corporate groups and project teams.

PRINCIPAL ACCOUNTABILITIES



- Assist with financial matters relating to the press office including budget preparation and monitoring.
- Deputise for the Head of Media where appropriate.
- 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.

Accountable to: Head of Media

Accountable for: Staff and resources allocated to the job.

Principal contacts: Mayor, Deputy Mayors, Mayoral Directors and their advisors, other officers of the GLA and functional bodies, contractors and external media organisations.

PERSON SPECIFICATION

Technical requirements/experience/qualifications

They would love to hear from you if you have:

- significant experience and a proven track record of success in co-ordinating, developing and implementing media and public relations services within a high-profile organisation in a political or highly complex environment;
- can demonstrable knowledge and understanding of London and the issues facing a major world city;
- significant knowledge and understanding of the media and experience of using different media to promote strategic policies and priorities;
- evidence of the ability to write concisely and fluently; and
- experience of successfully managing staff and supervising the work of others.



PERSON SPECIFICATION

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.

Communicating and Influencing

... is presenting information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us.

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.



PERSON SPECIFICATION

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.

Decision Making

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

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.

PERSON SPECIFICATION

Organisational Awareness

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

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.

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.



APPOINTMENT PROCESS

After applications have been assessed against all criteria, we will interview shortlisted candidates.

Application closing date: Wednesday 06 February 2019

Interviews: City Hall week commencing 11 March 2019



HOW DO YOU APPLY FOR THE ROLE?

Please send your CV and covering letter to BAME Recruitment at:

<https://www.workable.com/j/F89036CA09>

Your CV and a covering letter combined should not exceed 5 sides in total.

In your covering letter please explain why you are suitable for the role by addressing the **Technical requirements / experience / qualifications** as outlined in the person specification.

We look forward to hearing from you soon.