

**MAYOR OF LONDON**

**SENIOR PRESS OFFICER**

**ROLE BRIEF**



**B**AME RECRUITMENT



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 Senior Press Officer, 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 to help deliver our communications policy and demonstrating the political awareness essential in a fast paced and complex environment.

You'll be an integral part of our highly motivated press team, 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 a new **Senior Press Officer (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:** Senior Press Officer (Mayor's Press Office)  
**Grade:** 9  
**Salary:** £48,437 - £52,431 plus on-call allowance of £7,488.06 per annum  
**Directorate:** External Affairs (Communities & Intelligence)

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

### **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.

# PRINCIPAL ACCOUNTABILITIES



The GLA is looking for an exceptional candidate who will:

- Provide press/media and communications advice and services to the Mayor of London, the Deputy Mayors and their advisors and senior GLA officers.
- Work closely with the Head of Media and Deputy Head of Media, provide strategic advice on media/communications and give guidance on new communications developments and strategies.
- Use political awareness and excellent communications skills to develop and implement a wide range of media strategies covering specialist areas of the Mayor's decisions, policies and strategies.
- Manage the day to day operation of a small team of press officers focused on specialised aspects of the Mayor's remit, working with the Mayor's Office, Deputy Mayors, advisors and the GLA's policy teams to deliver timely, impactful, proactive and reactive media content.
- 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.
- Prepare well written, concise and timely briefing papers, media strategies, press releases, op eds and other media materials.
- Respond to media enquiries effectively and efficiently and ensure swift rebuttal to inaccurate media stories.
- Accompany the Mayor to appropriate external engagements and ensure effective media management, as required.
- Play an active part in the 24-hour, seven day a week rota provided by the press office.
- Play a key role in the development and maintenance of the press office media grid, social media channels and media database to underpin the work of the press office.
- 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.



# PRINCIPAL ACCOUNTABILITIES

## Key relationships

**Accountable to:** Head of Media and Deputy 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.

**If after reading this role brief you feel that you do not yet have the full range of experience that the role requires, click on the link [here](#) to read about the Press Officer vacancy we are also recruiting for.**



# 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 providing media and public relations services in a busy press office, or as a qualified journalist.
- Demonstrable knowledge and understanding of London and the issues facing a major world city.
- Demonstrable knowledge and understanding of the media and experience of using media management techniques.
- Evidence of excellent communication skills, including the ability to write concisely and fluently.
- Experience of successfully supervising or managing the work of others.



# PERSON SPECIFICATION

## **Behavioural competencies**

The GLA **competency framework**, outlines the behaviours that are needed for their organisation to perform effectively and forms the basis of how they manage people in recruitment and selection, performance management and development.

The below competencies are specific to the **Senior Press Officer (Mayor's Press Office)**.

### ***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 & Influencing***

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

### ***Decision Making***

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





# PERSON SPECIFICATION

## ***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.

## ***Organisational Awareness***

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

## ***Planning and Organising***

...is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time to a high standard.

## ***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.*

## ***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.



# APPOINTMENT PROCESS

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

**Application closing date: Monday 27 May 2019 at 23:59 GMT**

**Interviews: City Hall weeks commencing 24 June and 01 July 2019**



# HOW DO YOU APPLY FOR THE ROLE?

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

<https://www.workable.com/j/067FF271E1>

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.

**If after reading this role brief you feel that you do not yet have the full range of experience that the role requires, click on the link [here](#) to read about the Press Officer vacancy we are also recruiting for.**

**We look forward to hearing from you soon.**