**Communications & Liaison Manager**

**Grade: G8**

**Directorate: Housing & Land**

**Unit: Strategic Projects and Property, joint GLA and**

**London Borough of Newham (LBN)** **Royal Docks Team**

**Job purpose**

To manage the development and delivery of a robust communications strategy for the Royal Docks Enterprise Zone and Opportunity Area, to effectively communicate and promote the significant cultural, commercial and housing development underway. This will include providing internal and external communications support to the Royal Docks Team, significant stakeholder relations, and liaison with communications, marketing and media professionals to help establish the Royal Docks as a prime location in London for investment in business, housing and regeneration.

**Principal Accountabilities**

1. Develop and implement communications strategies and activities that support the work of the Royal Docks team and help to position the Royal Docks as an outstanding place to live, work and visit; specifically to help communicate the Royal Docks potential as a prime location for business development, enterprise and innovation in London.
2. Design and manage the programme of stakeholder engagement events from inception to completion – ensuring regular communication and briefings, attendance at board meetings, one off events and ensuring a strong representation at key stakeholder and trade and industry events.
3. Manage relationships and work collaboratively with communication colleagues in key partner organisations including the GLA, LBN, Royal Docks development partners, ExCel, London City Airport, Transport for London and London and Partners amongst others.
4. Ensure the Royal Docks has a regularly updated contacts database and CRM system that supports effective and meaningful communications and engagement with key stakeholders; undertaking stakeholder mapping exercises as appropriate.
5. Develop, manage and implement communications strategies and plans for key projects, programmes and initiatives in the Royal Docks to help communicate the investment opportunity to the widest possible audience, both locally and internationally.
6. Work closely with the Promotion and Investment Manager to identify and manage the Royal Docks’ team’s involvement in key external and industry events, identifying and maximising opportunities to position the Royal Docks and wider GLA / LBN priorities.
7. Work closely with the Community Relations Manager, Creative Programmer and Head of Economic Development to ensure the Royal Docks communications strategy supports high-quality, accessible and meaningful engagement and communications with local people and businesses.
8. Manage the Royal Docks Communications Grid, ensuring a robust forward plan of communications activity and key events in the Royal Docks. This will include working closely with Royal Docks development partners and wider colleagues in the GLA / LBN press and media teams to co-ordinate events, source speakers, develop messaging, respond to enquiries and optimise positive press exposure.
9. Develop and manage a robust internal communications strategy for the Royal Docks team to ensure staff and colleagues across the GLA/ LBN are effectively informed and engaged. This will include regular staff e-bulletins, briefing meetings, organising away days and site visits etc.
10. Provide support in effectively managing communications suppliers and agencies including the financial management, procurement management and account management processes.
11. Work with marketing colleagues to effectively plan, deliver and evaluate integrated marketing and communications plans and campaigns, across a multi-channel environment, to support the visitor economy and inward investment.
12. Work alongside colleagues to help develop and manage the Royal Docks digital platform and social media channels including the website, Twitter, Facebook, Instagram and Youtube accounts. This will include some out-of-hours management on a rota basis.
13. Ensure that the Royal Docks, GLA and LBN branding is appropriately reflected in all projects, sites and communications activity etc.
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.
15. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this post, and participating in multi-disciplinary cross department and cross organisational groups and project teams.

**Accountable to:** Head of Marketing, Communications and Engagement

**Accountable for:** Resources allocated to the role

**Person specification**

**Technical requirements/experience/qualifications**

1. Degree level or equivalent

2. First class written and oral communication skills

3. Knowledge of a range of communications and marketing techniques

**Key Experience**

Experience of marketing, communication and promotion techniques  
Experience of writing engaging copy for a wide range of different audiences

Evidence of producing promotional and advertising material to a high quality

Evidence of event management, preferably in a complex, political environment

Evidence of partnership building and effective stakeholder relations

Experience of media relations and securing positive media coverage

**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

* 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

**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 2

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

Level 2

* 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 a credible and positive image both internally and externally

**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

Level 2

* Seeks opportunities to develop professional skills and knowledge and encourages team to do so
* Ensures own and others’ workloads are realistic and achievable
* Provides staff with clear direction and objectives, ensuring they understand expectations
* Recognises achievements and provides constructive feedback and guidance
* Gives staff autonomy and confidence to perform well and to their potential

**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

* 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

**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

* 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 other to engage in change initiatives
* Manages team’s wellbeing, support them to cope with pressure and change

**Working Patterns**

No unusual work patterns have been identified.

**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