



Head of Public Affairs & Communications Local London

Title	Head of Public Affairs & Communications
Salary	Up to £64,086 per annum
Reports to	Director of Local London
Responsibilities	Includes line management and budget accountability
Location	Lynton House, Ilford, remotely and other authorities within Local London region
Team	Local London Programme Unit
Hours	36 hours per week

Introduction

The Local London partnership comprises the London Boroughs of Barking & Dagenham, Bexley, Enfield, Greenwich, Havering, Newham, Redbridge and Waltham Forest. Together the sub-region is a significant contributor to the strength and potential of London. The eight boroughs have a population of more than 2.26 million and together we will account for 31 per cent of London's population growth by 2041, adding over half a million more residents according to GLA projections. The opportunity for business growth, jobs and housing development across the region is unparalleled and already demonstrated with growing investment from both domestic and international businesses and developers.

The eight boroughs have a shared vision of a vibrant, dynamic and prosperous region and have come together to create a new enhanced role for our sub-region. A role that recognises the potential of our boroughs at the heart of London's economic growth and one works towards the devolution of powers in order to better respond to local needs. This role should allow us to transform the life chances and quality of life of our residents.

The partnership has formalised its governance arrangements by developing a joint committee across member boroughs and has set up a Local London Programme Office located in the London Borough of Redbridge. Successes include the development and commencement of delivery of a £39m Work and Health Programme devolved from the Department of Work and Pensions, the development of a Skills and Employment Strategy for Local London and awards to deliver digital infrastructure.

Purpose and responsibilities

The Head of Public Affairs & Communications will be responsible for shaping and securing the successful delivery of Local London's policies and programmes to achieve inclusive and sustainable growth and promote collaborative working across the Local London area. The role will lead and manage collaborative work between the Local London boroughs and with other partners. The role will entail developing business cases to secure resources for new programmes and projects from the



partner Boroughs and through bid proposals for new funding from a wide range of sources.

This is a key post which will:

- Develop a public affairs programme that supports the priority issues for Local London which has measurable and achievable outcomes
- Oversee a stakeholder management approach that identifies key partners and stakeholders who can support Local London ambitions
- Create specific public affairs programmes of activity for particular issues and themes that are timetabled and include outputs and engagement activity
- Oversee the profile raising for Local London to create awareness across the 8 authorities including officers, strategic partners and councillors
- Oversee the profile raising and engagement work with external stakeholders including businesses, residents and media
- Build strong working relations with regional and central government as part of positioning Local London as a strong sub-regional body
- Oversee communications activity on behalf of Local London in support of the specific themes creating bespoke communications plans
- Deliver the communications plans including outputs, events and media with tangible measures against the activity
- Ensure the Local London profile online is enhanced and managed including website, social media and engagement with other online platforms
- Engage the political and organisational leadership to ensure they have the resources and opportunities to champion the ambitions of Local London
- Create an income strategy for Local London that is part of the overall business plan with agreed activities and targets
- Contribute to the annual business cycle for the Joint Committee including the drafting and submission of an Annual Business plan, regular progress and budget monitoring reporting, exception reporting and the Annual Report for publication.
- Set up and manage task and finish groups of boroughs officers and representatives from other stakeholders to coordinate across priority issues relevant to Local London
- Contribute to the management of the Local London budget, including reporting to the Joint Committee
- Represent Local London at external meetings with senior politicians and chief executives/directors of external organisations including central government, the GLA and major employers



- Deputise for the Director of Local London when they are on leave, absent, or when the post is vacant.

Person Specification

The criteria listed in this Person Specification are important for the job.

Demonstrable ability to develop and deliver public affairs and communications plans against timescale and budget

Lead and manage successful multi-partner public affairs work and campaigns from initiation to completion to time and within budget

Experience of managing external suppliers as part of a complex programme of communications and public affairs delivery

Proven programme and project management skills to plan and manage delivery of multi-partner working to realise benefits

Experience of budget management and income generation as part of a business planning approach

To facilitate co-operative working within the area of responsibility and across the organisation to develop and maintain good working relationships with internal and external customers and stakeholders.

Ability to write clear and compelling content as part of public affairs and communications activity as well as reports and briefings

Strong communication skills with the ability to present complex issues clearly to a wide range of audiences, including at the highest political and national levels

The ability swiftly to gather, analyse and interpret information and data, including on new subjects, and use this effectively to inform public affairs and communications activity