

Job title: Executive Director – Strategy and Communications

Grade: Spot

Directorate: Strategy and Communications

Job Purpose

Executive Directors are an integral part of the GLA's leadership team, responsible for setting the strategic direction for the directorate and ensuring delivery and performance in line with the Mayor's priorities. They lead a significant and complex group of services and create an empowering and engaging environment in which the workforce can thrive.

The Executive Director, Strategy and Communications, is responsible to the Chief Officer for the leadership and performance of core GLA functions which supports the Mayor of London and the organisation to deliver for London.

These functions are: City Intelligence, External Relations, Strategic Partnerships, London Resilience and the Fire Team.

This role is responsible for the GLA's Strategy and Communications Directorate and for contributing proactively and collaboratively to the Corporate Management Team (CMT).

GLA directly employs a workforce of circa 1,400 staff. This role manages six direct reports and a directorate of circa 300 staff.

Principal accountabilities

Overarching responsibility across the organisation to ensure that we are able to support the Mayor and the London Assembly in delivering their ambitions for London and Londoners;

Line management:

Responsible for the leadership and performance of the functions allocated to the directorate:

- Intelligence & analysis – working with the Mayor's Office to lead on cross cutting strategic policy areas, convening expertise from across the organisation.
 - GLA Economics
 - Policy Analysis
 - Opinion Research
 - Strategy
 - Demography
 - City Data
- Strategic Partnerships – To work effectively with the Mayoral Director for Political and Public Affairs, the wider Mayor's Office, London Councils, Boroughs and London Partners.
 - Government and International

- EU Office
- London Partnership Board
- Public Correspondence
- External relations – to oversee and ensure effective delivery with direction from the Mayoral Director of Communications.
 - Press Office
 - Events and Major Sports Events
 - Strategic Communications
 - Digital Comms
 - Internal Comms
 - Marketing/Campaigns/Creative
- London Resilience – to work with the Mayor’s Chief of Staff, the Boroughs and Resilience partners across London.
 - Response and Recovery
 - Resilience Policy and Strategy
- Fire Team – working with the London Fire Brigade and provide advice and challenge to the Fire Commissioner and the Deputy Mayor for Fire.
 - Policy
 - Strategy
 - Scrutiny

Lead the Directorate Management Team to co-ordinate the delivery of corporate priorities across the directorate’s teams.

Monitor delivery of corporate priorities across the directorate and set a goal of continuous improvement for all teams and individuals.

Implement the GLA’s programmes and policies within the Directorate, particularly by minimising bureaucracy and maximising resource allocation at the point of delivery.

Effective leadership and management of the directorate. Developing the long and short-term capabilities needed to support GLA objectives, employing effective performance management and allocating resources to meet agreed objectives on time and to budget.

As a member of the Corporate Management Team you will have collective responsibility, under the overall direction of the Chief Officer for:

Realising the benefits of London’s diversity by ensuring equality, diversity and inclusion across the directorate;

Providing effective leadership to directorate teams, acting as a role model for our people, and ensuring the development of a culture and core values which enable the GLA to deliver as required for the Mayor and the London Assembly, while continuously improving;

Operating in a political environment, while ensuring the appropriate objectivity in the development and maintenance of effective policy development;

Designing and implementing corporate and strategic approaches to ensure an effective framework for the achievement of the GLA's objectives;

Ensuring effective management of resources (people, organisation, structures and systems), regularly reviewing and re-prioritising to ensure effective utilisation;

Representing the GLA, supporting and promoting its activities and acting as a champion for corporate initiatives, often taking a lead role on these;

Establishing and maintaining good relations with internal and external stakeholders, including the Mayor and their team, Assembly Members and their teams, Unison, other GLA Group organisations, London Councils, London boroughs, central government, key partners in the public, private and third sectors.

Person specification

Technical requirements, experience, qualifications

- A strong background in strategy or policy development, with extensive experience of leadership and leading multi-disciplinary teams.
- Extensive experience at senior manager level within a local authority, government department/agency or similar high-profile organisation with comparable scope, responsibilities, budget and resources.
- Excellent political acumen and can evidence working with politicians.
- Experience of providing professional advice in the areas covered by the post's responsibilities and experience of building trust and confidence with elected members (or similar office holders) within a democratic process, the Chief of Staff and the Corporate Management Team.
- Ability to work across a wide ranging portfolio, which requires leadership and effective decision making at a senior level.
- Strong stakeholder engagement – building effective relationships and working in partnership across organisations.
- Experience of being a corporate leader, support and leadership for the organisation and focused on outcomes and delivery.

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.

Level 4 indicators of effective behaviour

- 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 GLA
- Understands the complexities of political dynamics and uses this to manage relationships and resolve conflict effectively
- Identifies clear win-win situations with external partners.

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 manage others' expectations

Level 4 indicators of effective performance

- Adapts objectives and the GLA's public facing position based on the context behind stakeholder needs and requests.
- Builds the GLA's reputation as an organisation committed to meeting the needs of Londoners
- Manages partner organisations' and Londoners' expectations of the GLA by anticipating and influencing changing priorities
- Instils a culture that encourages GLA staff to think about meeting Londoners' needs first
- Builds the confidence of staff, partner organisations and Londoners by ensuring the GLA delivers quality work

Strategic thinking

...is using an understanding of the bigger picture to uncover potential challenges and opportunities for the long term and turning those into a compelling vision for 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 GLA
- 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 GLA's position as a regional authority

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 4 indicators of effective performance

- Creates an organisation that learns from experience
- Sets clear organisational objectives, cascading challenging yet achievable deliverables to directorates
- Identifies strategic level performance indicators and communicates these clearly
- Leads and sets an example for desired behaviour and performance for GLA staff
- Instils a culture of high performance and outstanding results where staff are encouraged to perform to their best