

## London First Job Description

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**Title:** Communications Executive (PA, Campaigns & Media)

**Reporting to:** Head of Strategic Communications; working closely with the Public Affairs Manager and Media and Digital Manager

**Working closely with:** counterparts in strategic communications, media & digital, events and policy, as well as the wider business.

**Context:** London First is a business membership organisation, with the mission to make London the best place in the world for business. We are focused on keeping the capital working for the whole of the UK. We have galvanised the business community to bring pragmatic solutions to London's challenges over the years.

London First has established **Think London**, now part of London & Partners, to promote the capital worldwide and encourage foreign direct investment; been instrumental in creating the **Mayor of London**, pioneered **Teach First**, driven the campaign for Crossrail and, most recently, lobbied for government action on airport capacity, which has led to the government's decision to build a new Heathrow runway.

Now, we are working on solutions to what business leaders see as the top priorities for the capital: talent, housing and transport. We also scan the horizon, link with other cities, and support our members on the key issues that will keep the capital globally competitive.

**Scope:** This is full-time contract position, initially for six months with potential to extend to 12. The role is to start as soon as possible.

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### Role overview

This new role forms part of London First's corporate affairs team, which has been created to enable the organisation to deliver a significant step up in the impact of its communications across the board. This role plays an important part in supporting the Strategic Communications and Campaigns team to deliver holistic, strategic, consistent and planned communications, with a focus on our public affairs and media activity.

The post-holder will support the public affairs and media and digital teams to: identify opportunities to brief political stakeholders on priority issues; ensure key London First news is shared with priority audiences; support on events and speech preparation; draft media statements and releases; draft news-based social media content; draft campaign content; ensure monitoring is circulated to the right people at the right time; issue press releases; support Brexit/campaign-planning activities and form part of the out-of-hours media rota.

## Key responsibilities

### Public Affairs support:

- Work closely with the Public Affairs manager to identify opportunities to brief parliamentarians, preparing briefings/updates in collaboration with policy leads
- Take the initiative in sharing key press releases/reports with interested parliamentarians/champions to boost awareness and engagement with London First
- Monitor select committee inquiries, working with policy leads to prepare responses and identifying hearing opportunities/need for London First submissions
- Engage parliamentarians on social media in liaison with social media and campaigns colleagues, building new relationships and engaging our champions
- Work closely with the events team to organise drop-ins and larger-scale briefings for parliamentarians and staff

### Media activity:

- Ensure our media monitoring is circulated with relevant, insightful commentary; monitor for breaking news (including as the Standard is published)
- Work with the Media Relations and Digital Manager to draft press releases, statements; case studies and social media content across priority issue areas
- Support the team in issuing releases, building and maintaining contact lists in each of our core priority areas and uploading content to the website in real time
- Support the senior team in building out a media engagement programme; monitor this and report against it on a regular basis, flagging gaps and opportunities
- Form part of the out-of-hours rota, acting as a first point of contact for media queries and escalating these as appropriate

### Campaign planning and support:

- Support on the creation of engaging campaign content, from blogs to social media to case studies and research, in line with the campaign plan(s)
- Ensure our SMART plan fact bases are up-to-date, accurate and compelling, drawing new insights from policy colleagues and making sure these are utilised
- Help to keep our allies up-to-date and engaged in our activities, supporting the team in drafting letters, newsletters and meeting approaches etc.
- Track our Brexit/campaign-related engagement and outcomes via a RAG register, highlighting areas of concern via regular updates to the senior team
- Ensure intelligence from meetings/engagements is shared with the campaign team

### Other activities:

- Ensure political, media and campaign stakeholder contact details are up to date, reviewing regularly, and updating these on the CRM system
- Support preparation for high-profile events so that all speakers and participants are briefed on the political and media context
- Arrange meetings, briefings and presentations as required

### Experience

- Educated to degree level and/or experience in a similar role and environment and/or qualification in related subject
- Some experience of media relations, public affairs and/or corporate communications
- An ability to work well within a team

### Skills

- Great interpersonal skills and experience of creating successful working relationships
- A good writer with an ability to produce high-quality content for multiple channels
- Ability to focus on delivery and meet deadlines while maintaining strong attention to detail

### Attributes

- Sense of humour, self-awareness and desire to continue to develop
- A keen interest in London, business and politics
- A commitment to London First's values and aims

### How to apply

Please send your CV and a very brief cover letter to Laura Osborne  
losborne@londonfirst.co.uk

*London First is an equal opportunity employer. Our values support our vision of a truly inclusive, culturally and socially cohesive capital. We are committed to achieving and maintaining a workforce which represents the population from which we derive our business, in terms of age, disability, ethnicity, gender, religion and sexual orientation.*