



## London First Job Description

---

**Title:** Strategic Communications Executive

**Reporting to:** Head of Strategic Communications

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

**Context:** London First is a membership group which campaigns to make London the best place in the world for business.

We convene and mobilise business leaders to tackle the key challenges facing our capital.

We have been instrumental in establishing the **Mayor of London**, pioneered **Teach First**, driven the campaign for **Crossrail**, lobbied for government action on airport capacity, leading to the approval of a new **Heathrow runway** and achieved a win for our Skills Commission when Government announced reform to the **Apprenticeship Levy**.

Now, we are focusing on three priorities that will keep our capital working for the UK: people, homes 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.

### 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 Head of Strategic Communications in: crafting narratives for our priority areas; gathering information for speeches and set pieces; drafting campaign and communications plans; ensuring our grid is update to date; scanning the horizon/sharing intelligence across Corporate Affairs; creating campaign content; supporting on the delivery of campaign plans; ensuring we have the right processes to support planned communications; forming part of the out-of-hours media rota.



## Key responsibilities

### Communications planning:

- Ensure our organization-wide grid is fully populated with London First activities and up-to-date in providing external context via Foresight News and other horizon scanning tools;
- Support on the preparation of narratives for our core campaigning priority areas (with a focus on Brexit and immigration) and key drivers, making sure our messages are clear and compelling and regularly reviewed;
- Support the Head of Strategic Communications in drawing out insights from the grid for our Corporate Affairs, Policy and Leadership meetings, flagging gaps and potential opportunities;
- Prepare communications plans with the Head of Strategic Communications, ensuring that they reflect and utilize the full suite of tools, including owned, earned and paid media, as well as capturing key engagement targets;
- Bring together - and drive delivery of - content from other parts of the team to maximize the potential of each intervention e.g. utilizing our website, social media platforms etc. through to staff communications;
- 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 (particularly on immigration), accurate and compelling, drawing new insights from policy colleagues and making sure these are utilized;
- Help to keep our allies up-to-date and engaged in our campaign activities, supporting the team in drafting letters, newsletters and meeting approaches etc.;
- Track our immigration 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
- 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 campaigning, 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 Emma Hutchinson  
ehutchinson@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.*