

London First Job Description

Title: Communications Manager

Reporting to: Head of External Affairs

Team: Corporate Affairs

Scope: Permanent

About the role:

The role forms part of the External Affairs team within the Corporate Affairs team, which is driving a step change in London First's influence and impact with key stakeholders and media. This new role will be responsible for delivering a range of media and content-focused activity across London First's key policy and campaigning areas, generating increased profile across local, national and trade media, creating compelling copy for blogs, website content and speeches, and build on the strides made on the organisation's digital profile, playing a supporting role in generating content for social media channels.

Working closely with the Head of External Affairs and other members of the Corporate Affairs team, the successful applicant will also lead on delivering a step-change in member and internal communications, ensuring that the members and their staff are fully engaged with London First activities.

Key Responsibilities

- Create and edit copy, including shaping key proactive messages, reactive statements, press releases, blogs, social media updates and spokesperson briefings;
- Identify key media targets, develop and maintain accurate and informed media lists which extend our reach and visibility, including across regional, national, and trade media, and identify internal and external news hooks to maximise London First's share of voice;
- Plan, support, and deliver media relations activity and timelines, championing planned media execution via the central grid system alongside the Head of Strategic Campaigns;
- Harness opportunities presented by the political calendar, embracing external opportunities to piggyback on wider news announcements in order to raise London First's profile;
- Support colleagues across the organisation, from Public Affairs to Business Development, in targeting the right audiences with media activity and new content, ensuring effective stakeholder engagement and outreach makes the most of these successes.
- Support colleagues in updating the website, to keep the content fresh and relevant;
- Champion the use of video content, and work in partnership with the marketing team to plan paid-for media activity to maximise impact, enacting an uplift in visibility on social channels;



- Ensure effective internal communication of major media wins and breaking news stories, including responsibility for the daily summary wrap, and leading on the content curation for our member bulletin;
- Form part of the out-of-hours rota acting as the on-call contact on average for one week a month, monitoring key broadcast, print and online media, as well as posting social content;

Selection criteria:

Skills:

- Excellent written and verbal communication skills, proven writing experience for a range of formats (press releases, statements, key messages, speeches, social media blogs etc)
- Strong news sense, able to spot an opportunity, advise on it and react quickly
- Good understanding of the media landscape, particularly in London, and the ability to work within it to maximum effect
- Highly organised with excellent time management skills and the ability to operate effectively and efficiently in a fast-moving environment
- A team player – able to work with colleagues at all levels, demonstrating an ability to multitask and work to different deadlines.

Experience:

- Experience of working in media relations and/or corporate communications
- Experience of understanding complex policy / technical content and translating that into compelling, digestible content
- Ability to understand, research or analyse findings to extract key messages
- Experience of working to multiple deadlines in a fast-paced environment while maintaining strong attention to detail
- Experience of maximising the combined potential of traditional and online media, utilising social media as an engagement tool, and experience of developing ideas around new approaches to social media activity
- Demonstrable experience of working on campaign themes, strategically planning media interventions to maximise impact
- Ability to prioritise work and work on own initiative
- Proven ability to work well with and influence senior colleagues

About London First

Our mission is to make London the best city in the world in which to do business. We operate as a business campaigning force, with over 200 members, and are uniquely placed to champion the city. Over the past three decades, we've campaigned for the creation of the office of London Mayor and Transport for London, for Crossrail, for congestion charging and for expansion at Heathrow; we incubated Teach First and created the UK's largest annual jobs and careers fair for school leavers, Skills London. Now, we are pursuing an agenda that will keep London at the forefront of global business, working with and for the whole UK: people, place, competitiveness, and connectivity.

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.