

Role profile

Job Title:	Communications, External Affairs and Events Officer (18 month fixed term)	Grade:	11
Department:	WLA	Post no.:	
Directorate:	Chief Execs	Location:	Perceval House

Role reports to:	Communications and Marketing Lead, WLA
Direct reports:	None
Indirect reports:	Oversight of external contractors on small-scale externally commissioned communications work

Job description

Purpose of role

This role is hosted by West London Alliance (WLA). WLA is a sub-regional local government partnership between the seven West London local authorities of Barnet, Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. WLA aims to build a more inclusive, more productive, more resilient, and more influential future for West London. We work across borough boundaries to deliver improvements for everyone that lives, works, learns, visits, and invests in West London.

Building on a strong foundation of programme delivery and subject-specific expertise and partnership working, the Leaders and Chief Executives of the West London boroughs have identified the opportunity for WLA to deliver a more structured set of activities and outcomes to increase external influence and economic impact. As part of this, we are looking for a new member of the team to join us to support our proactive and reactive communications work, focusing on profile building, media and events opportunities, and relationships with key stakeholders.

The focus of the role includes supporting proactive communications and external affairs activities, including managing social media, assisting with media coverage, and maintaining relations with key internal and external stakeholders, to raise the profile of West London and the West London boroughs and to help progress West London boroughs' joint influencing priorities.

The post will be line managed by the Communications and Marketing Lead. The post holder would be expected to work from the office for a minimum of one day per week, and to attend the office, other council premises and meetings and events across London as required.

Key accountabilities

The successful candidate will support us to raise the profile of West London, West London boroughs and our partnership, and to influence the policy agenda and maximise our impact across our priority areas, through:

- Assisting senior members of the team in implementing the WLA communications strategy.
- Supporting comms for individual projects, helping to identify key messages with a clear press angle, target audiences, and collateral across a range of platforms.
- Helping to manage the production of briefing material and speaking notes for senior Leaders within the WLA and across WLA member boroughs.
- Assisting in developing, and lead on coordinating and staffing an events programme.
- Liaising with communications team counterparts in boroughs and partner organisations.
- Coordinating and managing the drafting of both internal and external newsletters.
- Taking responsibility for managing WLA's social media channels, including posting, monitoring, and responding.
- Taking responsibility for updating and maintaining the WLA website.
- Representing the West London boroughs at relevant internal and external meetings, forums, conferences and events, including presenting to different audiences, and deputising for senior colleagues as required.
- Carrying out other reasonable duties as may arise from time to time in relation to WLA's work.

Key performance indicators

- Meeting targets within personal action plans
- Contributing to successful delivery of service objectives and the team plan/strategy

Key relationships (internal and external)

- WLA Senior Leadership Team and Communications, External Affairs and Events Officer
- West London boroughs
- GLA
- Business groups at a London, West London and local level
- Government Departments, Parliamentary committees, Members of Parliament and their teams
- Education institutions in West London
- Other London sub-regional partnerships
- London Councils

Authority level

- No direct line management, however, responsible for oversight of external contractors on small-scale externally commissioned communications work where requirements demand and resourcing allows.

Additional Requirements

- n/a

Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Essential knowledge, skills and abilities

1. Working knowledge of local authorities and the politics of London and the UK.
2. Strong stakeholder management skills, able to build strong working relationships with a wide range of colleagues and stakeholders to help ensure that the WLA's priorities are clear and understood.
3. Excellent communication skills and the ability to communicate effectively – both in person and in writing – with a wide range of audiences.
4. Competence with website management and social media.
5. Familiarity with basic graphic design.
6. Competence in coordinating and delivering events.
7. Strong organisational skills; comfortable working to short deadlines in a fast-paced environment.

Essential qualification(s) and experience

1. Experience working in communications, marketing, media, events or related fields.
2. Relevant degree, professional qualification or equivalent, or equivalent relevant experience.
3. Evidence of continuous professional development.

Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
• Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues	• Does what they say they will do on time • Is open and honest • Treats all people fairly	• Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents	• Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures	• Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards