

Contact: Yetunde Afolabi
Number: 020 7332 1932

Email: cru@cityoflondon.gov.uk

Our reference:

Your
reference:

Date: As postmark

Dear Applicant,

RE: Media Manager

Thank you for expressing your interest in the above position. Please find enclosed:

- Application guidance notes
- Job description
- Person specification
- Equal Opportunities Policy
- Equal Opportunities monitoring form
- Data Protection Act consent form
- Advertisement
- London Councils terms & conditions

Should you require any further information, please contact the above number.

Applications can be completed online at <https://jobs.londoncouncils.gov.uk/>

The closing date for receipt of applications is **5.00pm on Friday 10 November 2017**

Interviews will be held on **Friday 17 November 2017**

Please note: If you do not hear from us within 2 weeks after the closing date, then assume that you have not been shortlisted on this occasion.

Yours sincerely

Y.Afolabi
Yetunde Afolabi
HR Officer
Corporate HR Unit

JOB DESCRIPTION

POST TITLE:	Media Manager
DIVISION:	Policy and Public Affairs
BAND:	D
RESPONSIBLE TO:	Director of Communications
RESPONSIBLE FOR:	1 x Media Officer 1 x Parliamentary Officer
LOCATION:	59½ Southwark Street

Main Purpose of Job

- To develop and deliver London Councils' media and public affairs strategy to support the delivery of its core purpose and business objectives.
- To work in partnership with others to deliver the overall London Councils communications strategy.
- To be responsible for the day to day management and efficient delivery of the media and public affairs services of London Councils.

Job Activities

1. Effective management of the media and public affairs team including recruitment, performance management, appraisal and development of all staff within the team.
2. Manage relationships with national, regional, trade and local journalists across print, broadcast and new media.
3. Ensure all material prepared by the team is of an excellent standard.
4. Development, implementation and evaluation of creative and appropriate media and public affairs strategies and campaigns to promote London Councils' case with London MPs and journalists.
5. Management of a responsive media service including ensuring 24-hour cover and robust press office systems for distributing and monitoring coverage.

6. Ensuring regular consultation with and support to other staff in relation to their media and public affairs requirements.
7. Provision of high-level advice and support to the chief executive, chairman and senior members and officers within London Councils, including providing briefings, writing speeches and organising training as required.
8. Active promotion of London Councils on an individual level with key media contacts and with media managers in member boroughs and partner organisations.
9. Work closely with the rest of the Communication department and others across the organisation to ensure clear, consistent messages are provided to all stakeholders and that London Councils' reputation is actively managed.
10. Work with the Web Manager to ensure that the London Councils main website is an excellent source of information for journalists and parliamentarians.
11. Effective management of the budget (including for databases, cuttings services, parliamentary monitoring, reference material, freelance and agency services and political conference activity) ensuring best value and compliance with all London Councils financial regulations and policies.
12. Development and achievement of key performance indicators for all media and public affairs work.
13. Ensuring that all work takes account of legal requirements, including media law, data protection, rules governing local government publicity, and London Councils policies and protocols.
14. To carry out any other duties appropriate to the post.

PERSON SPECIFICATION

POST TITLE:	Media Manager
DIVISION:	Policy and Public Affairs
BAND:	D
RESPONSIBLE TO:	Director of Communications
RESPONSIBLE FOR:	1 x Media Officer 1 x Parliamentary Officer

Listed below are the requirements needed to undertake this job. These will form a key part of the selection process. In addition all jobs with London Councils require satisfactory work performance and a good attendance record together with good standards of conduct and personal behaviour. Evidence of these will be sought as part of the selection process.

Experience and qualifications

1. Significant experience of working in a successful and busy communications environment with demonstrated experience at a more senior level.
2. Direct management experience of staff, budgets and successful delivery of complex projects in a communications context.
3. Experience of working effectively in a political environment.

Knowledge and Skills

4. A good understanding of London Councils' core objectives and the financial, legal and political context of local government, especially in London.
5. Successful track record of developing and delivering proactive media and public affairs initiatives and campaigns.
6. The ability to build positive relationships with elected members and colleagues and provide advice and guidance which is well respected.
7. An excellent understanding of the media in London and an ability to deliver a proactive and reactive press service in a busy and demanding environment.
8. Excellent understanding of the interaction between public affairs, corporate communications and media work within a policy context.
9. Ability to plan, monitor and evaluate media work in a systematic manner.
10. Ability to lead, manage and develop and build an effective team.
11. Ability to manage a varied workload, meeting tight deadlines at all times.

Communication Skills

12. Highly developed communications skills including strong written and presentation skills, and the ability to listen and influence at all levels.
13. Ability to analyse, present and discuss complex data and concepts with a wide variety of audiences.
14. Excellent writing and editing skills, with the ability to ensure all briefing and lobbying material is delivered to the highest possible standard.

Qualities

15. Ability to command the respect of senior figures within London Councils by giving honest, sensitive and appropriate advice at all times.
16. Willing to carry out duties in accordance with London Councils' equal opportunity policy, actively promoting equality, and preventing and overcoming disadvantage and discrimination.
17. Committed to continuing professional development for self and team.
18. A good team player, with a commitment to working in partnership with colleagues across the organisation.
19. Highly motivated, enthusiastic with a "can do" mindset.

This is a politically restricted post, under Section 2 of the Local Government and Housing Act 1989.

Job advert

Media Manager
Starting salary £40,857 per annum
Permanent

In this role you will be working with some of London's top journalists and support its leading politicians to ensure that the voice of London's boroughs is clearly heard on issues as diverse as housing and transport, public health and employment support, environmental protection and education.

You will need to be able to explain how London's boroughs represent and serve London's communities. You will need to be able to help journalists understand the challenges they face in doing so and how they are addressing those challenges.

Your job will be to develop London Councils' media and public affairs service to ensure that it continues to be the trusted source of accurate and timely information about London and its boroughs.

We're looking for someone who can lead a small team and can build strong relationships with both senior national journalists and London MPs, and with our partners across London and in the other cities of the United Kingdom.

London Councils is a cross party organisation representing London's 32 borough councils and the City of London. We develop policy and provide London-wide services such as Freedom Pass. We aim to get the best deal for Londoners and to ensure that London's councils have the resources, freedoms and powers to do the best possible job for their residents and local businesses.

An information pack and application form can be obtained via the following means: (please ensure you quote the correct reference number when applying for the post).

Email: cru@cityoflondon.gov.uk

Website: <http://www.londoncouncils.gov.uk>. The entire recruitment pack can be downloaded from the website

Telephone: 020 7332 3978 (24hr answerphone)

A minicom service for the hearing impaired is available on 020 7332 3732

Closing date for applications: Friday 10th November 2017

Interview Date: Friday 17th November 2017

London Councils is committed to equality of opportunities. As users of the disability symbol, we guarantee to interview all disabled applicants who meet the minimum criteria for the post

GUIDANCE NOTES FOR APPLICANTS

Thank you for showing an interest in the vacancy we advertised. Before you fill in your application, please read the following notes. We hope you find them helpful. **Please do not send us a CV** (curriculum vitae or career summary), as we will not be able to consider it.

The application form plays a crucial part in the selection process, both in deciding whether you will be shortlisted or not, and at the interview itself.

It is vital that you complete this form as fully and accurately as possible, whether you are already working for the London Councils or not. The following advice is designed to help you, particularly if you do not have experience of filling in application forms. All information you write is confidential. Read the advertisement, job description, person specification and any further details carefully.

THE JOB DESCRIPTION and any other details tell you what tasks the successful person will have to do, and how the job fits in with other employees.

THE PERSON SPECIFICATION is the most important document, which explains what we are looking for. It tells you what knowledge, experience and skills you need to do the job. We call these the 'criteria', which we use to make appointments.

DISABLED PEOPLE- The Disability Discrimination Act defines "disability" as 'a physical or mental impairment which has a substantial and long-term effect on the person's ability to carry out normal day-to-day activities'.

If you have an impairment, which prevents you from meeting any of the criteria, please tell us about this in your application. Please tell us what we can do to help you meet the criteria.

If you need information in a different format please contact the person in the covering letter. If you are a disabled applicant and meet the minimum criteria for the job you will be offered an invitation to attend the interview.

COMPLETING THE APPLICATION FORM

Fill in all sections of the form - you do not have to fill up all the space given. Make sure you are clear and read it through carefully to check for any mistakes.

PERSONAL DETAILS: PART A

Make sure that you complete this fully using block letters.

REFEREES: PART B

Make sure that you complete this fully using block letters. All candidates - your employment record will be confirmed with your current or most recent employer, and similarly internal candidates must provide the name of a supervisor or manager most closely involved in your present work. School leavers will have a recommendation from their head of school, or head of an educational or training establishment, which will be appropriate for this section of the application form.

People who have not been in paid employment for a long time should tick the appropriate box.

EDUCATION AND PROFESSIONAL QUALIFICATIONS: PART C

Make sure you give all the information needed, including dates. Make clear the level of your examinations e.g. GCSE, GCE'O' Level or 'A' Level etc. and the grades you obtained. Also include here any courses, qualifications and special skills training you have had which is relevant to this job application.

EMPLOYMENT: PART D & E

Write here the names and addresses of your present and past employers and the dates that they employed you along with brief details of your main duties. This section should include any part-time or temporary jobs as well as period of non-employment, unpaid voluntary work and study.

EXPERIENCE: PART F

This is the most important section. It is a good idea to write down all your ideas in a draft on a separate sheet of paper, before completing this section of the application form. You should state why you want to join London Councils in this post, and write why you are a good candidate. Think carefully about why you are suitable for the post. Relate your skills, knowledge and experience to the duties of the post as fully as possible. It is recommended that you address each criteria in the person specification point by point, providing examples where possible. Take into consideration any paid or unpaid work you have done in the past and any work you are doing now. Do not forget to include any relevant voluntary or community work, leisure interests, and relevant non work experience, including skills acquired in running a home and/or organising a family if this has been a major part of your experience. You may find it helpful to discuss the contents of this section with a friend. You can continue on a separate sheet of paper if necessary.

OTHER INFORMATION (relatives/other interests, criminal records and criminal convictions, work permit and residency, disabilities and declaration)

All of these sections should be completed and the declaration form signed.

EQUAL OPPORTUNITIES

The London Councils actively supports ensuring that everyone who applies to work for us receives fair treatment. We aim to reduce the possibility of unfair discrimination occurring.

To help us achieve the aim we ask you to complete the monitoring form. We understand that some applicants will be hesitant to provide the personal details requested, but please be assured that you will be helping us to help you receive fair treatment with your application when you complete this form.

The equal monitoring section will be separated from your application form and will not be shown to the shortlisting panel to ensure that none of the information that you have provided is used in the selection decision. The information that you provide will be treated as strictly confidential and only used to monitor the fairness of our recruitment and selection procedures.

DATA PROTECTION ACT 1998

For your application form to be accepted the sensitive personal data consent form has to be completed and submitted via email or post with your completed application form.

EQUAL OPPORTUNITIES POLICY

Purpose of Policy

To ensure that equality and diversity issues are positively and fully incorporated in all aspects of the London Councils' work. To ensure that all employees demonstrate respect and fairness to their colleagues, the public with whom they come into contact, and the people of London for whose benefit they work. To ensure that the organisation is able to recruit and retain the best staff and celebrate the benefits of diversity on an individual and group level.

Guiding Principles

The London Councils expects all employees to positively promote the letter and spirit of this policy in all aspects of their work and their dealings with people, both internally and externally. It is expected that these principles will be integral to all the London Councils' work from inception to implementation.

Content of policy/procedure

The London Councils has made the following statement about its vision for the future:

"The London Councils will make a positive difference to the lives and future of all Londoners. We will work with others to maintain London as a world-class city. We will be the recognised voice in support of local government in London. We will fight to maintain, and where possible increase, London's share of resources."

In order to translate this vision into reality, the London Councils needs an equal opportunities policy that ensures that equality and diversity issues are positively and fully incorporated in all aspects of its work. One of its key objectives is to be open and accountable, with a commitment to equality of opportunity in all that it does, and to reflect the cultural and ethnic diversity of London.

Policy Statement

The London Councils is committed to ensuring that all employees demonstrate respect and fairness to their colleagues, the public with whom they come into contact, and the people of London for whose benefit they work.

It is committed to the elimination of institutional racism and other forms of institutional discrimination.

The London Councils will continually strive to challenge direct and indirect discrimination in its organisation, personnel practices and provision of services, and celebrates the benefits of diversity on an individual and group level.

The London Councils has an equal opportunities policy that recognises that London is a diverse community, and values each person regardless of race, gender, disability, sexuality, religion, marital status, social background or age.

The London Councils aims to:

- Ensure fair and equal recruitment to its jobs
- Ensure fair and equal treatment of its employees and customers
- Develop a culture and working environment free from discrimination and harassment
- Act promptly on any complaints of discrimination and harassment
- Provide a safe, secure and accessible working environment which values and respects individual's identities and cultures
- Develop a culture which allows the growth of networks for different groups of staff
- Have a workforce that reflects the diversity of London's population
- Encourage and help all staff to reach their full potential
- Monitor and review all policies and procedures from an equalities perspective.

These principles will guide and inform the development of all other employment policies, and the provision of the London Councils' services and work programmes.

Implementation

It is important that a commitment to Equal Opportunities underlies the structure of London Councils and the provision of its services. The Management Team will play a key role in ensuring that the policy is implemented within the organisation and in its links with outside agencies and constituent authorities.

The Management Team members will review and monitor practices within their spheres of responsibility. It is however the responsibility of all staff to carry out their duties in accordance with the Equal Opportunities Policy at all times.

The Management Team will work together to develop plans for ongoing implementation, monitoring and review of the policy.

Human Resources will specifically ensure that the operation of policies and procedures in practice are monitored and reviewed in the light of any concerns about potential discriminatory impact.

GUIDANCE NOTES – DISABILITY MONITORING

We would like to know a number of details about the people who apply for jobs at the London Councils for monitoring purposes, this is to ensure that disabled people and people who are from ethnic minority backgrounds are employed at all levels throughout the London Councils.

The London Councils actively supports ensuring that everyone who applies to work for us receives fair treatment. We aim to reduce the possibility of unfair discrimination occurring. To help us achieve this aim we ask you to complete the equal opportunities monitoring form provided. We understand that some applicants will be hesitant to provide the personal details requested, but please be assured that you will be helping us to ensure fair treatment is received regarding your application when you complete the equal opportunities monitoring form.

The equal opportunities monitoring form will be detached from your application form and will not be shown to the shortlisting panel to ensure that none of the information that you have provided is used in the selection decision. The information you provide in the equal opportunities monitoring form will be strictly confidential and only used to monitor the fairness of our recruitment and selection procedures.

The person specification document lists the attributes needed to conduct the job effectively. If you have an impairment which prevents you from meeting any of the criteria please tell us about this in your application. Please contact the person on the cover letter if you need help in order to fill out the application form or please indicate what we can do to help you meet the criteria. If you meet all of the essential requirements of the job you will be offered an invitation to attend an interview.

The Disability Discrimination Act (DDA) 1995 defines “disability” as “A physical or mental impairment which has a substantial and long-term effect on the person’s ability to carry out normal day-to-day activities”. Long-term means the impairment must last for 12 months, or is likely to last for more than 12 months. Included in this definition is where the following is adversely affected:

- Mobility
- Manual dexterity
- Physical co-ordination
- Severe facial disfigurement
- Physical impairments e.g. asthma, epilepsy etc
- Mental impairments such as memory and ability to concentrate, understand or learn
- Progressive conditions such as cancer, HIV infection etc
- Understanding of the risk of physical danger

According to the Disability Rights Commission (DRC), “reasonable adjustments are changes made to working policies and practices and to the physical features of the premises, where they are substantially disadvantaging disabled people”.

There are many examples of reasonable adjustments, these include:

- Making adjustments to the employee’s place of work
- Making adjustments to policies and practices
- Making adjustments to the actual duties expected to be carried out by the employee

- Flexible working hours
- Providing training
- Modifying manuals and learning instructions so they are understandable and accessible

As everyone is different there are no strict and rigid rules regarding reasonable adjustments. If an adjustment is not adequately made for an employee under the DDA guidelines then an employment tribunal can be used to decide whether the adjustment was reasonable or not.

Please provide details in the application form of any requirements that we need to be aware of and make provision for specifically because of a disability or impairment to assist you at an interview or in employment. Please contact the person on the covering letter if you need a reasonable adjustment made so we can discuss and try to accommodate the requirements indicated. If you need help in filling out the application form or need information in a different format please contact the person on the covering letter. Please note, if you are a disabled applicant and meet all of the requirements of the job you will be offered an invitation to attend an interview.

ADDITIONAL INFORMATION ON TERMS AND CONDITIONS

FLEXI-TIME SCHEME

The London Councils' full-time employees are required to work 35 hours per week. Under the flexi-time scheme the day can be broken down as follows:

Core hours (must be worked)	10.00 to 12.00 14.00 to 16.00
Flexi-time	08.00 to 10.00 12.00 to 14.00 16.00 to 19.00

HOLIDAY ENTITLEMENT

Your entitlement will be determined by reference to your continuous local government service, on the following basis:

0-4 years continuous service	26 days
5-9 years continuous service	29 days
10 year + continuous service	30 days

Additional days are also granted to enable the London Councils to close down between 25 December and 1 January. Full-time and part-time staff will be treated equally and all entitlements will be given on a pro rata basis.

PAY

Employees are paid on the 11th of each month unless the 11th falls on a Saturday or Sunday when employees are paid on the Friday before. Where applicable, employees will receive an incremental increase on 1st April.

PENSION SCHEME

You will be enrolled into the Local Government pension scheme (LGPS) with effect from your first day of employment.

We will contribute to the LGPS on your behalf, with our employer contribution to the scheme being determined at each triennial valuation of the pension fund by the funds appointed actuary.

Employee contributions are tiered based on actual pensionable pay as set out in the table below (2014/15).

Annual Pensionable Pay	Pension Contribution
Up to £13,700	5.5%
£13,701 - £21,400	5.8%
£21,401 - £34,700	6.5%
£34,701 - £43,900	6.8%
£43,901 - £61,300	8.5%
£61,301 - £86,800	9.9%
£86,801 - £102,200	10.5%
£102,201 - £153,300	11.4%
More than £153,301	12.5%

NB - These bands are periodically reviewed.

Your contributions will be deducted from the pensionable pay paid to you each pay period. You will receive tax relief on those contributions, and on any extra contributions you choose to make.

London Councils is an 'admitted body' to the London Pensions Fund Authority, (<http://www.lpfa.org.uk>).

PROBATION

All employees are required to serve a six-month probation period before an appointment is confirmed.

For employees on a fixed term contract of 6 months or less, the probation period will be to the end date of the fixed term contract.