



Job Description

External Affairs Manager (Communications)

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| Salary: | £34,711 |
| Contract: | Permanent |
| Location: | Farringdon, London with remote working |
| Hours: | 30 or 37.5 hours per week; we support flexible working |
| Reports to: | External Affairs Director |
| Manages: | Communications Officer |

The purpose of the role is to work with the Director of External Affairs to raise Centre for London's profile through media and influencing activities, strengthening our reputation as an expert on the big issues facing the capital. The role includes contributing to fundraising and developing ideas for new projects.

Key responsibilities include:

External Affairs: Leading Centre for London's Communications function:

- Work with the Director of External Affairs to develop an external affairs strategy in line with the new organisational strategy, to raise the Centre's profile
- Develop and deliver communications campaigns to promote Centre for London's work, extending the organisation's reach and influence among targeted audiences.
- Lead the press office function at the Centre, spotting reactive media opportunities, writing statements, op-eds and press releases and proactively work with journalists to place stories.
- Develop and maintain the Centre's relationships building contacts with journalists and campaign networks
- Drive the Centre's influencing activities, from coordinating join-letters to drafting briefings and working with colleagues to develop and deliver activities such as parliamentary receptions and the Centre's presence at party conferences.
- Oversee the development of Centre for London's website and social media presence.
- Monitor and evaluate the Communications Team's activities and impact and manage our media monitoring and political monitoring platforms to produce reports as required.
- Act as relationship manager for some funders and sponsors – ensuring they're briefed on project communications plans and any benefits are delivered.

Building organisational communications capacity

- Working with the Senior Designer to ensure the smooth roll out of the ongoing brand review and bring the team along with the changes.



- Develop ‘best practice’ communications standards and processes within the organisation, empowering colleagues to deliver high quality communications outputs and providing training and support where necessary.
- Work with the wider External Affairs team to ensure that the Centre’s staff are supported as spokespeople, identifying opportunities for them to speak to the media and at external events and supporting them to do this well.
- Monitor political developments and ensure staff are well-informed of policy developments which are relevant to the Centre’s work.

Leadership

- Line manage and develop members of the communications team, identify and address training needs and skills gaps as required.
- Support the Senior Leadership Group in the development and implementation of business planning, organisational strategy and a clear narrative for Centre for London.
- Support the Senior Leadership Group to identify and lead change or improvement across the organisation.
- Maintain a team and organisational culture that attracts and retains talent.
- Grow the Centre’s network of speakers, advisory group members, and supporters to ensure we meet or exceed our diversity targets.

Budgeting & Financial Management

- Ensure project budgets and forecasts are up to date, that projects are delivered on time and that expenditure is managed effectively.
- Coordinate the availability of appropriate staff skills and capacity, procuring services from external agencies, suppliers and consultants where required.
- Coordinate and ensure effective regular reporting to sponsors and trustees, working collaboratively with colleagues to meet financial, quality and timeframe expectations.

General Responsibilities and Duties

- Undertake the duties of the job description in accordance with the operational policies of Centre for London, including but not limited to the diversity policy and code of conduct.
- Maintain good working relations with Trustees, staff, volunteers and other stakeholders.
- Present the organisation in an appropriate and professional manner to its stakeholders.
- Contribute to the development and growth of the organisation through working in accordance with its wider objectives, corporate philosophy and values.
- Assist at Centre for London events outside of normal working hours as necessary.
- Undertake any other reasonable duties as may be required.

Person Specification

Applicants must show commitment to Centre for London's mission: developing new solutions to London's critical challenges and advocate for a fair and prosperous global city.

Experience and attributes

- Experience working in a press office or a communications team.
- Experience of writing for external audiences, including press releases, blog posts and policy briefings and translating complex concepts for the public and policymakers.
- Experience of working in public policy, public affairs, public relations, or political work.
- Experience of managing political monitoring systems to ascertain political intelligence and proven success in applying intelligence to work plans.
- Experience building relationships with key stakeholders (including sponsors and funders) an advantage
- Experience in project delivery including being highly organised, able clear plans and solving delivery challenges. Able to balance and prioritise multiple tasks, often to urgent and competing deadlines.
- Managing social media accounts (Twitter, Tweetdeck, LinkedIn)

Knowledge of, or ability to learn, other key skills including

- Editing websites, using a platform such as Wordpress
- Email marketing (Mailchimp)
- Media and political monitoring (Cision, DeHavilland)

You don't need to have previous experience of all of these skills; you will be supported to learn how to use them if they are new to you.

If your experience does not match this list but you feel that you have transferable experience and an interest in the work we do, we still welcome your application.