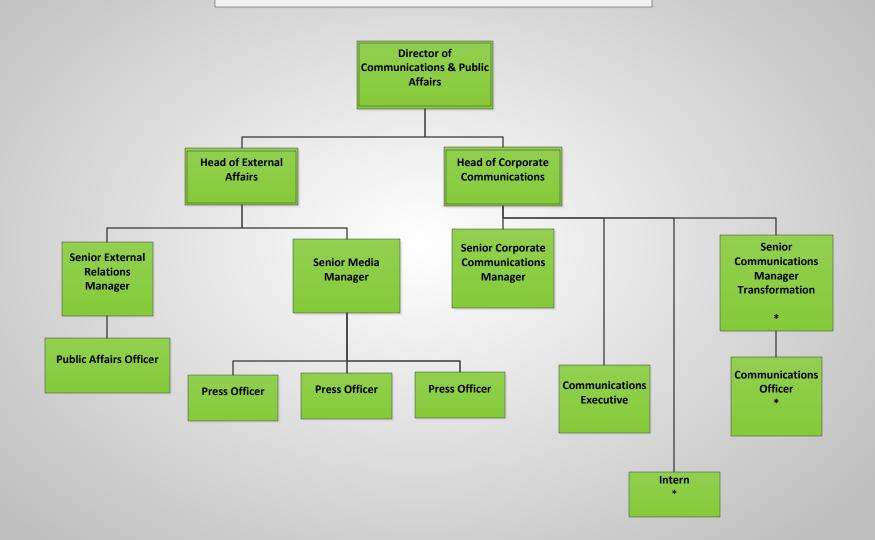


Communications & Public Affairs



^{* =} additional temporary resource



Role Title	Director of Communications and Public Affairs	
Directorate	Communications and Public Affairs	
Reports to	Chief Executive Officer	

Role purpose

- To the develop and implement an integrated communications strategy for the LLDC and Queen Elizabeth Olympic Park, building a joined up communications plan to enable the Chairman, CEO, EDs and Directors to engage with priority stakeholders, deliver strong communications and manage reputational issues.
- The Director also provides strategic and professional leadership among LLDC's communications and public affairs staff, promoting effective communications and stakeholder management.
- Ensure appropriate alignment with the wider GLA and London 2012 communications priorities, working alongside the 2012 communications family: HMG, ODA, GLA, TfL, BOA and BPA.

- Develop and deliver the communications strategy for the Legacy Corporation including in conjunction with the Marketing team, the development of a social and new media strategy.
- Effectively manage the reputation of the Legacy Corporation, dealing proactively with politically sensitive issues quickly and providing advice and practical solutions as required;
- Develop a joined up approach and consistency of communications across the Legacy Corporation, including effective use of digital media;
- Build a strong media network, maintaining effective professional relationships with journalists and other media representatives to promote Queen Elizabeth Olympic Park and ensure the Legacy Corporation's messaging is given priority;
- Develop a stakeholder engagement plan targeting a wide range of stakeholders including elected members of the London Assembly, Parliament and local authorities, local and regional residents, private sector investors and other influencers.
- Develop an internal communications plan that will support employee communications, in conjunction with HR and other functions;
- Provide coaching for the executive and preparing them for scrutiny appearances and media interviews;
- Provide leadership to the Communications and Public Affairs team, developing the capability and capacity of the communications service;
- Develop working relationships with the Legacy Corporations partners working on Queen Elizabeth Olympic Park including venue and events operators, the estates and facilities management operator and other partners as they evolve, to ensure coordinated and consistent messaging about the park;

- Develop working relationships with the Greater London Assembly, BOA, BPA, Transport for London, Government Departments, Cabinet Office and No 10 to ensure delivery of legacy communications;
- Play a full and active role as a member of the Executive Management Team.
- Line management of the Head of External Affairs and Head of Corporate Communications
- Management of the Communications and Public Affairs annual budget
- The role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.
- This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- A successful track record of leading a communications function in a complex organisation with a politically sensitive environment, in either the public or private sectors;
- Senior leadership experience and a track record of operating at Board level or equivalent;
- Experience of building capable, engaged and motivated teams and of leading in an organisation where results are achieved through influence rather than direct authority;
- Experience of building an end to end view of communications delivery that takes account of both proactive and reactive approaches;
- A successful track record of media relations, with experience of handling a wide range of issues across traditional and digital channels;
- Experience of managing an internal communications function;
- Sound working knowledge of effective strategic communications and reputation management.

Part two

Skills and abilities

- Excellent interpersonal skills demonstrated by an approachable style, being a good listener
 and the ability to win respect and build effective relationships with staff, Executive
 Management Team and Board;
- An strong leader who is able to build a capable, engaged and motivated team;
- Ability to develop strategy in a political context that has credibility with Board and politicians;
- Able to work in a manner that is consistent with the organisation's core behaviours and

ethos.

Part three

- Hiigh level of confidence and an ability to challenge;
- Energy, resilience and tenaciousness and a track record of demonstrating the highest levels of integrity;
- Flexible and solutions focused.



Role Title	Head of Corporate Communications	
Directorate	Communications and Public Affairs	
Reports to	Director of Communications and Public Affairs	

Role purpose

 To lead on the Legacy Corporation's engagement with staff and stakeholders, through relationship management, digital and publications to support the organisation to fulfill its objectives.

- Devise and deliver the Legacy Corporation's digital strategy, rationalising the existing digital
 platforms the LLDC currently uses and advising on appropriate digital channels, including
 social media, for promoting LLDC's work.
- Devise and deliver the Legacy Corporation's internal communications strategy to support corporate objectives and ensure staff understand the organisation's vision and priorities and are informed, recognised and empowered.
- Advise the Deputy Chairman, CEO, and other senior members of the Legacy Corporation on their engagement with internal audiences and utilise the Board, CEO and EMT where appropriate to support internal communications.
- Support the Director of Communications and Public Affairs in developing the long-term communications strategy and objectives for the Legacy Corporation
- Work closely with other Directorates to understand LLDC's policies, programmes and objectives and help shape their work and maximise impact.
- Manage the Digital and Publications Manager to ensure a coordinated approach with LLDC's Marketing Team, third party suppliers and developers to deliver exemplary digital projects and online campaigns.
- Support the LLDC's commercial strategy with printed and online communications and corporate events and conferences where appropriate.
- Take responsibility for all corporate and third party use of brand and messaging to ensure consistent application across all media, including setting up corporate processes and

maintaining brand and style guidelines, proactively monitoring their use across the organisation.

- Devise and manage a centralised, corporate process to produce all printed and online communications for the Legacy Corporation in a timely and efficient way.
- Manage a centralised forward planning function to ensure the Legacy Corporation's communications are coordinated and have maximum impact.
- Lead, motivate and develop a small team of staff to ensure that delegated responsibilities are achieved and effective communication maintained, including ensuring on-going performance management
- Maintain budgetary oversight for key areas of spend, managing and planning for expenditure over the annual horizon, providing support and intelligence to influence future resources and budget requirements.

Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for Queen Elizabeth Olympic Park

Take reasonable care for the health and safety of themselves and others and take responsibility for ensuring all activities carried out promote the value of a diverse workforce and do not discriminate against sections of the community covered by equality legislation

Maintain an up-to-date knowledge of technical competency areas and take a proactive approach to self development and performance improvement

This is not meant to be an exhaustive list of duties. The need for flexibility, shared accountability and team working is required, and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed

This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Experience of managing a multi-functional communications team delegating management through senior direct reports
- Experience of digital and corporate communications and/or marketing.
- A clear understanding and practical use of web and social media in communications.
- Understanding of the complex political environment within which the organisation operates, including relevant governance and accountability issues.

- Experience of identifying a range of alternative analytical approaches and applying them innovatively.
- Experience of researching, preparing and presenting reports on complex issues.
- Clear understanding of the customer and a 'can do' attitude.

Part two

Skills and abilities

- Exceptional verbal and written communication skills, including highly effective influencing and presentation skills
- Ability to build an understanding of corporate objectives ensuring that there is corporate consistency in message and tone.
- Able to quickly establish rapport and credibility with staff at all levels.
- Able to translate strategy into action.
- Ability to deliver at pace at a senior level either directly or through others.
- Self-starting and independent whilst being able to work collaboratively.
- Has strong analytical, numeric and critical reasoning skills and capable of effective problem solving.
- Effective project management skills.
- Able to cope with a high degree of ambiguity and change.

Part three

- Personally credible with a professional demeanor that generates trust and confidence.
- Leads by example and possesses a high degree of integrity.
- Sets themselves and others challenging but achievable objectives.
- Challenges and confronts conflict, brokering solutions in order to achieve goals.
- Looks to the future is able to see links and opportunities that others might miss.
- Applies concepts and learning from outside own field/environment, looking ahead over the long-term to deliver improvements and avoid problems.
- Politically aware and emotionally intelligent.
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	Head of External Affairs
Directorate	Communications and Public Affairs
Reports to	Director of Communications and Public Affairs
Role purpose	

To lead on the Legacy Corporation's external communications activity, including media and PR and external relations, to advance the Legacy Corporation's agenda and manage and mitigate reputational risk through early intervention of issue management.

- Develop and disseminate a substantial corporate understanding of the wide range of issues affecting Queen Elizabeth Olympic Park and wider area in relation to the Legacy Corporation's objectives, especially those which relate to stakeholder groups, partnership organisations and associated bodies.
- Provide strategic advice across the business as to which stakeholder groups LLDC should be targeting and how to most effectively engage these audiences.
- Manage the Senior Manager, Media and PR and ensure that they effectively manage the press office; deliver proactive media campaigns and timely responses; and build the LLDC's relationship with journalists and media outlets.
- Manage the Senior Manager, External Relations and ensure that they build and maintain key strategic relationships – including with the private sector, politicians, civil servants, community groups and other stakeholder groups – to promote the LLDC's work, form partnerships where appropriate and effectively manage potential reputational issues.
- Work closely with other Directorates to understand LLDC's policies, programmes and objectives and help shape their work to maximise impact.
- Manage the creation and delivery of strategies for maintaining effective relationships between the Legacy Corporation and key stakeholders, speaker and influencers, supported by implementation of appropriate systems to track contact and engagement.
- Advise the CEO, Deputy Chairman and senior members of the Legacy Corporation on their engagement with internal and external audiences as appropriate.
- Devise and oversee the delivery of an events and contact strategy to target priority stakeholders and broaden LLDC's reach.

- Support the Director of Communications and Public Affairs in developing the long-term communications strategy and objectives for the Legacy Corporation
- Provide visible leadership and motivate staff to ensure that delegated responsibilities are achieved and effective communication maintained, including ensuring on-going performance management
- Maintain budgetary oversight for key areas of spend, managing and planning for expenditure over the annual horizon, providing support and intelligence to influence future resources and budget requirements.

Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for Queen Elizabeth Olympic Park

Take reasonable care for the health and safety of themselves and others and take responsibility for ensuring all activities carried out promote the value of a diverse workforce and do not discriminate against sections of the community covered by equality legislation

Maintain an up-to-date knowledge of technical competency areas and take a proactive approach to self development and performance improvement

This is not meant to be an exhaustive list of duties. The need for flexibility, shared accountability and team working is required, and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed

This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Experience of managing a multi-functional communications team delegating activities through senior direct reports.
- Track record of successful engagement with a wide range of stakeholders within both the public and private sectors on complex, large-scale projects.
- A clear understanding of strategic communications and their practical use in reputation management.
- Track record of successful engagement with a range of stakeholders within both the public and private sectors on complex, large-scale projects.
- Understanding of the complex political environment within which the organisation operates including relevant governance and accountability issues.
- Experience of identifying a range of alternative analytical approaches and applying them innovatively.

 Good track record of issue management and experience of anticipating and successfully responding to external reputational issues.

Part two

Skills and abilities

- Ability to think strategically, developing cogent plans to meet organisational aims taking account of any budgetary and time constraints.
- Ability to understand changes to the political and media landscape quickly and identify how they could affect the organisation.
- Ability to provide leadership and direction to own, and wider Communications team in order to achieve Directorate's key aims and objectives.
- Exceptional verbal and written communication skills, including highly effective influencing and presentation skills.
- Able to quickly establish rapport and credibility at all levels with particular focus on Director level and above.
- Ability to deliver at pace at a senior level either directly or through others.
- Self-starting and independent whilst effective at working collaboratively across the organisation to ensure consistent approach of communications strategy.
- Strong analytical, numerical and critical reasoning skills and capable of effective problem solving.
- Effective project management skills.
- Able to cope with a high degree of ambiguity and change and manage effectively in a dynamic, fast-moving environment.

Part three

- Personally credible with a professional approach that generates trust and confidence.
- Leads by example and possesses a high degree of integrity.
- Sets themselves and others challenging but achievable objectives.
- Challenges and confronts conflict, brokering solutions in order to achieve goals.
- Looks to the future is able to see links and opportunities that others might miss.
- Applies concepts and learning from outside own field/environment, looking ahead over the long-term to deliver improvements and avoid problems.
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	Communications Senior Manager – Transformation	
Directorate	Communications and Public Affairs	
Reports to	Head of Corporate Communications	

Role purpose

To provide strategic direction to the Legacy Corporation's infrastructure programme and transformation works communications, including the production of a communications strategy.

- Lead the development and delivery of the transformation communications strategy.
- Manage relations with the Infrastructure and Community Engagement teams these internal clients are kept informed of the delivery of day to day communications to target audiences.
- Co-ordinate and deliver the site communications strategy including managing and developing the Making it Happen umbrella campaign, producing a quarterly newsletter, support the delivery of the reward and recognition scheme, produce and install perimeter communications materials.
- Oversee the relationship with the design agency appointed to produce all site communications.
- Work closely with the Health and Safety team to deliver events and communications materials as part of the Keeping it Healthy strategy.
- Play an active role at SHELT, MACE, Tier One contractor and other site meetings as appropriate to ensure buy-in to the communications strategy from all stakeholders.
- Oversee and direct the communications and engagement plan for communities and stakeholders surrounding the Park including production of appropriate materials.
- Ensure the timely production of materials such as Section 61 notices, changes to hours of working and delivery of Notification of Works.
- Line management of the Communications Officer Transformation.
- Monitoring and regular rporting of the Transformation communications annual budget.
- The role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.
- This role profile does not form part of the role-holder's contract of employment.

- Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for the Queen Elizabeth Olympic Park.
- Take reasonable care for the health and safety of themselves and others and take
 responsibility for ensuring all activities carried out promote the value of a diverse workforce
 and do not discriminate against sections of the community covered by equality legislation.
- Maintain an up-to-date knowledge of technical competency areas and take a proactive approach to self development and performance improvement.

This is not meant to be an exhaustive list of duties. The need for flexibility, shared accountability and team working is required, and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

This is a description of the role as it is at present. It is the practice of the London Legacy Development Corporation to review role profiles annually to ensure that they relate to the role as then being performed or to incorporate whatever changes are being proposed. This review will be carried out by the director/line manager in consultation with the role holder, who is expected to participate fully in such discussions. It is the aim to reach agreement to reasonable changes, but if agreement is not possible the director/line manager reserves the right to decide on changes to the role description commensurate with the role holder's position in the organisation.

This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Proven track record of success in engaging and communicating to a range of stakeholders on complex, large-scale projects.
- Experience of co-ordinating statutory and other stakeholder management information for a major capital project.
- A successful track record of leading the design and implementation of stakeholder engagement and communication strategies at a senior level in a similar high profile, fast moving and complex environment.
- Ability to manage external agencies
- Experience of budget management
- Experience of working in an environment containing a high degree of ambiguity and fast-

paced change.

- Ability to challenge stakeholders in a positive manner.
- Able to make decisions at pace and managing multiple projects simultaneously.
- An understanding of the political landscape the Legacy Corporation inhabits, particularly with regard to our founder members and key working partners.

Part two

Skills and abilities

- Excellent interpersonal skills and the ability to achieve results in a programme-driven environment.
- Excellent oral, written and presentation skills with an ability to develop, communicate and gain ownership for a clear vision and direction.
- An understanding of police and process issues relating to stakeholder engagement in construction and planning.
- Excellent influencing, negotiation and listening skills.
- Strong organisational skills with the ability to set and adhere to strict deadlines and to manage competing priorities in a fast-moving environment.
- Adept at problem solving, using knowledge and experience to tackle issues and recommend effective and timely solutions.
- Excellent project management and organisational skills.

Part three

- Highly professional, diplomatic and a good ambassador for the organisation.
- Mature and sound judgement on sensitive and pressing issues.
- Assured, assertive, engaging and credible to both public and commercial audiences.
- High degree of integrity and discretion.
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	Senior Corporate Communications Manager	
Directorate	Communications and Public Affairs	
Reports to	Head of Corporate Communications	

Role purpose

To devise and deliver the Legacy Corporation's digital strategy, providing strategic expertise to on all digital communications matters, and leading on corporate communications projects including the development and maintenance of all websites and online platforms. In addition, the post holder will lead on the production of key publications and other communications collateral across external and internal communications campaigns.

- Devise and deliver the Legacy Corporation's digital strategy, including external websites, intranets and social media
- Devise and implement new corporate processes and effect behaviour change around use of digital technologies within the organisation
- Lead on development of video and interactive content including creation of in-house video capabilities
- Develop and deliver content strategy, including creation of on- and offline content, including management of third party agencies
- Work closely with HR and Corporate Services to develop social media and digital usage policies for employees and contractors
- Be the organisation's 'user champion' for new website development, and ensure high levels
 of user experience and consistent information architecture are maintained across all channels
- Deputise for the Head of Corporate Communications where needed on projects around the organisation
- Manage the Corporate Communications Executive and other team members on delivering implementation of elements of the organisation's digital strategy
- Exercise judgement in signing off or referring pieces of content as delegated by the Director of Communications and Public Affairs or the Head of Corporate Communications
- Work with the Marketing team, third party suppliers and developers to deliver exemplary
 digital projects and online campaigns that reflect the Legacy Corporation's objectives and key
 values, while remaining consistent with the organisation's overall online presence
- Work with IT and Marketing to ensure the brand is successfully represented across Word and PowerPoint templates as well as other formats

- Work closely with key employees from across the organisation to deliver high quality, accurate online content and communicate key messages to a diverse audience
- Ensure the organisation's websites conform to statutory regulation concerning the publication of material on the internet
- Lead project teams to deliver communications campaigns and tools across the organisation
- Deliver training across the organisation to improve levels of digital literacy in areas where it impacts on the performance of the organisation (eg use of social media)
- Develop relationships with stakeholders such as local bodies and partners to make the best use of their channels
- Regular maintenance of the intranet and websites by coordinating all activities and ensuring the appropriate internal contacts make new information available in a timely manner
- Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for the Queen Elizabeth Olympic Park
- Direct and deliver publications, including control of production, development of content, editing and proofing and design
- Direct and deliver internal communications campaigns via online and offline channels across the organisation and suppliers / partners
- Take reasonable care for the health and safety of themselves and others and take
 responsibility for ensuring all activities carried out promote the value of a diverse workforce
 and do not discriminate against sections of the community covered by equality legislation
- Maintain an up-to-date knowledge of technical competency areas and take a proactive approach to self development and performance improvement
- Manage the Legacy Corporation's digital and print services to deliver all output on time, to brand and style guidelines and to budget, delivering key messages and engaging a diverse audience
- Engage with internal stakeholders to drive development of associated processes and embed as "business as usual"

This is not meant to be an exhaustive list of duties. The need for flexibility, shared accountability and team working is required, and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed

This is a description of the role as it is at present. It is the practice of the London Legacy Development Corporation to review role profiles annually to ensure that they relate to the role as then being performed or to incorporate whatever changes are being proposed. This review will be carried out by the director/line manager in consultation with the role holder, who is expected to participate fully in such discussions.

This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- High level of technical experience in website development and server administration.
- Leadership experience in defining strategy across digital campaigns and projects.
- Experience in managing web projects using AGILE and Waterfall (eg PRINCE 2) processes.
- Experience in process of briefing & approving asset creation (images, copy, rich content).
- Knowledge of agency base and ability to manage external agencies.
- Up-to-date knowledge of digital functionality & developments.
- Experience managing a budget.
- Comfortable working in an ambiguous and fast-changing environment.
- Willing to challenge internal stakeholders in a positive manner.
- Able to make decisions at pace & managing multiple projects simultaneously.
- Degree or technical qualification with experience in relevant discipline, to demonstrate ability in understanding of digital media and web-based technologies and effectively facilitate internal and external communications.
- Experience of Analytics for website analysis and online marketing with the ability to interpret data, make improvements and optimise websites.
- Extensive experience of working with a range of content management systems (CMS), including bespoke, proprietary and open source.
- Practical experience of developing digital projects from start and/or enhancing existing online platforms, managing the full project life cycle, ensuring flexibility and scalability.
- A strong understanding of web-based technologies and the management of assets including images, video, audio and other dynamic content.
- Extensive experience of managing multiple projects while ensuring existing websites are maintained to a high standard of accuracy and quality.
- Degree or technical qualification with experience in relevant discipline, to demonstrate ability in understanding of digital media and web-based technologies and effectively facilitate internal and external communications.
- Experience of Analytics for website analysis and online marketing with the ability to interpret data, make improvements and optimise websites.
- Extensive experience of working with a range of content management systems (CMS), including bespoke, proprietary and Open Source.
- Practical experience of developing digital projects from start and/or enhancing existing online platforms, managing the full project life cycle, ensuring flexibility and scalability.
- A strong understanding of web-based technologies and the management of assets including images, video, audio and other dynamic content.
- Extensive experience of managing multiple projects while ensuring existing websites are

maintained to a high standard of accuracy and quality.

- Understanding of the media mix, including how offline and online channels work together.
- Experience of using e-distribution software and collating copy for mail, newsletters and bulletins.
- Experience of developing, implementing and adhering to a digital strategy and delivery plan, in line with the wider directorate and company objectives and goals.
- Good working knowledge of setting out logical user profiles and journeys, developing information architecture and creating user-friendly and accessible interfaces.
- Experience of web hosting solutions and managing the platforms the organisation's sites are hosted on.
- Experience of implementing a high level of usability and accessibility, across all sites that adhere to web standards and best practice, and that address and meet the needs of a diverse audience base.
- Experience of planning, developing and implementing digital campaigns, either stand alone or that integrate with other campaigns and projects.
- Knowledge of social media, search (including SEO), mobile technologies, and how these can be used to enhance the organisation's online presence.
- An understanding of the political landscape the Legacy Corporation resides in, especially with regard to our founder members and key working partners.
- Understanding of the media mix, including how offline and online channels work together.
- Experience of using e-distribution software and collating copy for mail, newsletters and bulletins.
- Experience of developing, implementing and adhering to a digital strategy and delivery plan, in line with the wider directorate and company objectives and goals.
- Experience of working with external agencies, developers and third party suppliers, developing and managing new and established relationships to ensure delivery of high quality projects on time and within budget.
- Good working knowledge of setting out logical user profiles and journeys, developing information architecture and creating user-friendly and accessible interfaces.
- Experience of web hosting solutions and managing the platforms the organisation's sites are hosted on.
- Experience of implementing a high level of usability and accessibility, across all sites that adhere to web standards and best practice, and that address and meet the needs of a diverse audience base.
- Experience of planning, developing and implementing digital campaigns, either stand alone or that integrate with other campaigns and projects.
- Knowledge of social media, search (including SEO), mobile technologies, and how these can be used to enhance the organisation's online presence.
- An understanding of the political landscape the Legacy Corporation resides in, especially with regard to our founder members and key working partners.

Part two

Skills and abilities

- Excellent writing and proof-reading skills, with a keen eye for detail.
- Strong creativity and ability to innovate.
- Excellent technical web development and server administration skills, to cover the range of technologies employed by the organisation – including HTML, CSS, JavaScript, PHP, ASP.NET and others as appropriate.
- Advanced skills in Adobe Photoshop or similar image editing software are essential, with a good eye for images and visual media.
- Strategic vision around use of digital channels and media, and the ability to deliver on that ambition
- Able to demonstrate initiative when undertaking and delivering online content and projects.
- Ability to work independently and as part of a team with the flexibility to handle a diverse range of responsibilities.
- Excellent interpersonal skills including the ability to communicate with and develop effective working relationships with a wide-range of internal and external stakeholders.
- Strong organisational skills with the ability to set and adhere to strict deadlines and to manage competing priorities in a fast-moving environment.
- Strong analytical and research skills, including the ability to summarise complex information (such as web analytics data) clearly and concisely.
- Adept at problem solving, using knowledge and experience to tackle issues and recommend effective and timely solutions.
- Exceptional project management and organisational skills.

Part three

- Highly professional, diplomatic and a good ambassador for the organisation.
- Mature and sound judgement on sensitive and pressing issues.
- Assured, assertive, engaging and credible to both public and commercial audiences.
- High degree of integrity and discretion.
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	External Relations Senior Manager	
Directorate	Communications and Public Affairs	
Reports to	Head of External Affairs	

Role purpose

To deliver communications and engagement strategies across political, business, community and specialist stakeholder groups. This will include direct and regular contact with senior members of the LLDC's key stakeholder groups, Executive Management Team and senior management team.

- Work closely with the Head of External Affairs to provide project management support on existing and new projects, leading on projects as directed.
- Develop a substantial understanding of the wide range of issues affecting Queen Elizabeth Olympic Park and wider area in relation to the Legacy Corporation's objectives, especially those which relate to stakeholder groups, partnership organisations and associated bodies, using this information to provide strategic advice across the business.
- Identify, develop and secure buy-in for clear processes within the team and across the business to ensure effective engagement with each of the Legacy Corporation's key stakeholder areas.
- Work closely with the Head of External Affairs to develop and deliver the overall development of the Legacy Corporation's external relations strategy using the full communications mix to protect and promote the Legacy Corporation's work and positively influence the environment it operates in.
- Line manage the Public Affairs Officer to ensure a smooth public affairs service for the LLDC business, through the timely provision of political monitoring, briefings for engagement and events, and ensuring the organisation meets its scrutiny obligations.
- Review performance, forecasts and budgets in order to provide the Head of External Affairs with accurate, timely and clear information in relation to the External Affairs Team performance.
- Advise members of the Legacy Corporation on their engagement with external audiences as appropriate.
- Identify and tackle stakeholder issues when they arise so as to minimise/ prevent adverse impact on the Legacy Corporation's work.
- The role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

• This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Experience of working in Community Relations, Public Affairs and External Communications roles.
- Proven track record of success in engaging a range of stakeholders (preferably within a programme driven environment) on projects of comparable scale, scope and complexity.
- A successful track record of leading and delivering projects, to time and on budget, at a senior level in a similar environment.
- Proven ambassadorial ability and political astuteness, particularly in the context of engaging key stakeholders in a complex programme of works.
- A good understanding of the environment within which the Legacy Corporation operates, and its implications for effective stakeholder engagement.
- Proven ability of delivering successful systems and structures that meet the needs to the business.
- First rate written and verbal communication skills.
- Ability to undertake significant work and be able to deal with a wide range of organisations and personalities to produce high quality work to tight deadlines.
- Highly developed negotiating and influencing skills.
- An accomplished operator in a political and time critical environment.
- Excellent research techniques, IT skills, analytical and interpersonal skills.
- An understanding of policy and process issues relating to stakeholder engagement.

Part two

Skills and abilities

- Ability to self motivate and manage time effectively
- · Ability to work autonomously to achieve objectives as directed
- Ability to achieve results in a programme-driven environment
- Robust under pressure and able to work to tight deadlines
- Ability to deal with immediate issues without sacrificing long-term strategic priorities
- Ability to be heard through personal credibility and the exercise of sound judgement
- First class influencing, negotiating and listening skills
- Ability to manage effectively in a dynamic, programme-driven environment

Part three

- · Ambitious and welcomes responsibility
- Demonstrates enjoyment in their work
- Values inclusiveness in all its forms
- Resilient and positive through change
- Loyal and self motivated
- Flexible and adaptable
- Displays the highest levels of integrity and commitment



Role Title	Senior Media Manager	
Directorate	Communications and Public Affairs	
Reports to	Head of External Affairs	

Role purpose

The post holder is expected to have responsibility in this role providing press and public relations advice to the Head of External Affairs and Director of Communications and Public Affairs. The post holder will brief senior staff to effectively engage with a wide variety of media to reach local, national, consumer and international audiences.

They will run the in-house press office efficiently and effectively, ensuring that media relations are conducted in a proactive and professional manner. Ensure the press office works to protect and promote the London Legacy Development Corporation and Queen Elizabeth Olympic Park.

- Support the Head of External Affairs with the development and implementation of the external communications strategy.
- Lead the development and implementation of an organisation-wide media and PR programme, generating new ideas that will maximise the Legacy Company's profile.
- Ensure effective reputation management for the Legacy Corporation, keeping a timely
 overview of emerging stories; alert colleagues as appropriate and advise on responding
 publicly at a national level to developments in the news that affect the Legacy
 Corporation.
- Ensure the press office runs an efficient proactive and reactive service for print, digital
 and broadcast media, responding to all queries in a timely and prioritised way to
 maximise opportunities and ensure that all outputs are fully in line with the needs of the
 Legacy Corporation.
- Manage press office staff, providing clear leadership, direction and development, and overseeing the delivery of their work against agreed objectives.

- Review performance, forecasts and budgets in order to provide the Head of External Affairs with accurate, timely and clear information in relation to the External Affairs Team performance.
- Develop, maintain and proactively use contacts with UK and international print, digital and broadcast media, to identify and pursue opportunities for, and secure, immediate and long-term media coverage of benefit to the Legacy Corporation.
- Organise media events, including news conferences and media seminars.
- Identify training needs and as appropriate implement media training.
- Proactively contribute to the work of the team through input at team meetings, development of long and short-term work plans, proposals for new activities and projects, identification of resources needed and the development and coordination of activities within the Legacy Corporation.
- Develop standards, procedures, protocols, performance indicators and ways of evaluating and measuring media activity.
- Undertake such other duties and tasks appropriate to the grade and character of work as may be reasonably required. Therefore, the above list of key result areas in this job profile should not be regarded as exclusive or exhaustive
- Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for Queen Elizabeth Olympic Park.
- Take reasonable care for the health and safety of themselves and others and take
 responsibility for ensuring all activities carried out promote the value of a diverse
 workforce and do not discriminate against sections of the community covered by equality
 legislation.
- Maintain up-to-date knowledge of technical competency areas and take a proactive approach to self development and performance improvement.
- This is not meant to be an exhaustive list of duties. The need for flexibility, shared
 accountability and team working is required, and the role-holder is expected to carry out
 any other related duties that are within the employee's skills and abilities whenever
 reasonably instructed.
- This is a description of the role as it is at present. It is the practice of the London Legacy
 Development Corporation to review role profiles annually to ensure that they relate to the
 role as then being performed or to incorporate whatever changes are being proposed.
 This review will be carried out by the director/line manager in consultation with the role

holder, who is expected to participate fully in such discussions.

This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Demonstrable knowledge and experience of working in an in-house press office or a public relations or a senior journalist role, with experience of working with UK and/or international media
- Demonstrable understanding of how positive media coverage can be achieved, particularly in the UK and with international media, and evidence of achieving this on behalf of an organisation.
- Experience of providing comment on behalf of an organisation and of supporting others in giving media interviews for national media outlets.
- Experience of organising media events, such as press conferences, interviews or activities of a similar nature.
- Solid understanding of communications campaigns, objectives and strategy.
- Experience of destination or consumer media management.
- Experience in working in partnership with commercial delivery partners such as sponsors and operators.
- A successful track record of leading and delivering projects at a senior level in a similar environment.
- Proven ambassadorial ability and political astuteness, particularly in the context of engaging national media in a complex programme of works.
- A good understanding of the environment within which the Legacy Corporation operates, and its implications for effective media engagement.
- An accomplished operator in a political and time critical environment.

• Excellent research techniques, IT skills, analytical and interpersonal skills.

Part two

Skills and abilities

- Demonstrable skills in building and managing relationships and priorities, influencing peers and colleagues to obtain high quality performance and deliver results, be confident, pragmatic and have excellent commercial judgment and strong communication skills
- Excellent written, verbal and presentation skills, including the ability to turn complex material
 or jargon into plain English while maintaining accuracy. The post holder is expected to
 produce internal papers, briefings, guidance etc as well as contract-related documentation
- Ability to communicate effectively and confidently with staff, journalists, external agencies, the public and the ability to deal with people at all levels of organisation
- A discreet, diplomatic approach and ability to manage highly confidential matters.
- Resilient and professional manner with an excellent attention to detail.
- Ability to creatively identify news angles in LLDC's materials
- Well-developed negotiating and influencing skills, with the ability to act as an effective and persuasive ambassador
- Ability to coach others in interview techniques and media work
- Ability to exercise effective news judgement
- Ability to manage own time and priorities effectively in order to produce significant high quality work in the achievement of objectives in a programme-driven organisation
- Ability to be heard through personal credibility and the exercise of sound judgement
- Ability to manage effectively in a dynamic, programme-driven environment

Part three

- Ambitious and welcomes responsibility
- Demonstrates enjoyment in their work
- Values inclusiveness in all its forms
- Resilient and positive through change
- Loyal and self motivated
- Flexible and adaptable
- Displays high degree of probity
- Displays the highest levels of integrity and commitment



Role Title	Communications Executive	
Directorate	Communications and Public Affairs	
Reports to	Head of Corporate Communications	

Role purpose

 To provide organisational and project support to the Communications and Public Affairs team to enhance performance.

- Support communications activity and work to the communications strategy reflecting the department's priorities, including undertaking some routine administrative duties as required.
- Develop implementation plans for specific projects and campaigns in line with the communications strategy, and ensure their implementation and adherence to briefs, budgets and deadlines.
- Be a custodian of the brand and style guidelines, ensuring consistent use across all platforms in terms of look, image, identity and message.
- Support the production of printed materials and online content, briefing and managing design agencies on key campaigns as appropriate, ensuring the most creative and effective communication.
- Support post-campaign evaluation through tracking research and provide recommendations for future activity.
- Establish and maintain effective working relationships and contacts internally and externally, including with the press and other key stakeholders.
- Management of regular electronic communications and e-newsletters.
- Support the media team by handling press enquiries as required, monitoring press coverage and maintaining information and planning systems.
- Support the team's events and engagement programme of internal events, speaking opportunities, conferences and stakeholder engagement, including managing a contact plan.
- Take responsibility for the management of certain events, including organisation, promotion and evaluation.

- Represent the Communications and Public Affairs directorate on cross functional project teams where appropriate.
- Helping to manage, build and monitor social media communities.
- Supporting digital activity by drafting and uploading information to websites and intranets.

Other

- This is not meant to be an exhaustive list of duties. The need for flexibility, shared
 accountability and team working is required, and the role-holder is expected to carry out any
 other related duties that are within the employee's skills and abilities whenever reasonably
 instructed.
- This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Educated to degree level or equivalent by experience.
- Experience of undertaking similar roles for complex organisations.
- Up-to-date knowledge of basic web tools such as content management systems, and of common social media platforms.
- Experience of internal communications work.
- Experience of researching and preparing reports.

Part two

Skills and abilities

- Very good verbal and written communication skills.
- Able to quickly establish relationships with staff at all levels.
- Self-starting and independent whilst being able to work collaboratively.
- · Good project management skills.
- Able to meet tight deadlines under pressure.

Part three

Personal style and behaviour

• Highly professional, diplomatic and a good ambassador for the organisation.

- Mature and sound judgement on sensitive and pressing issues.
- Assured, assertive, engaging and credible to both public and commercial audiences.
- High degree of integrity and discretion.
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	Communications Officer - Transformation	
Directorate	Communications and Public Affairs	
Reports to	Communications Senior Manager - Transformation	

Role purpose

To provide administrative, organisational and project support to the transformation communications programme to ensure effective engagement with contractors and their staff, the wider community and key stakeholders.

- Support the day-to-day relationship with the appointed design agency to carry forward design of materials to communicate directional and transformation messaging, ensuring accuracy of content and messaging.
- Support the delivery of the site communications strategy, including the Making it Happen
 umbrella campaign, quarterly newsletter, reward and recognition scheme and perimeter
 communications materials. Including interviews and writing copy for the for the Newsletter
 and supporting the publication process.
- Work closely with internal teams at the Legacy Corporation, in particular the Communications and Public Affairs, Communities and Transformation teams on content, and the Marketing team on branding.
- Work closely with the Transformation team to ensure all transformation works milestones
 are captured and promoted in communications planning and support the submission of
 planning applications for marketing collateral.
- Work with the Community Engagement team to identify and agree communications and engagement plan for communities surrounding the Park.
- Work with the Transformation team to highlight the Legacy Corporation's work towards the Considerate Contractors scheme and develop community commitments as required.
- Develop, update and deliver a communications presentation to introduce new contractors to the team.
- Work closely with contractors to manage Section 61 notices, changes to hours of working and the design and delivery of Notification of Works.
- Agree a suite of materials to help keep local communities, businesses, councils and councillors informed of the transformation work taking place on the Park.
- Represent the Communications and Public Affairs directorate on cross-functional project teams where appropriate.

- Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for the Queen Elizabeth Olympic Park.
- Take reasonable care for the health and safety of themselves and others and take
 responsibility for ensuring all activities carried out promote the value of a diverse workforce
 and do not discriminate against sections of the community covered by equality legislation.
- Maintain an up-to-date knowledge of technical competency areas and take a proactive approach to self development and performance improvement.

This is not meant to be an exhaustive list of duties. The need for flexibility, shared accountability and team working is required, and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

This is a description of the role as it is at present. It is the practice of the London Legacy Development Corporation to review role profiles annually to ensure that they relate to the role as then being performed or to incorporate whatever changes are being proposed. This review will be carried out by the director/line manager in consultation with the role holder, who is expected to participate fully in such discussions. It is the aim to reach agreement to reasonable changes, but if agreement is not possible the director/line manager reserves the right to decide on changes to the role description commensurate with the role holder's position in the organisation.

This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Educated to degree level or equivalent by experience.
- Proven track record of success in engaging a range of stakeholders on projects of comparable scale, scope and complexity.
- A successful track record of delivering community relations plans.
- Demonstrable ability to translate verbal and written information into meaningful copy is desirable.
- Proven ambassadorial ability and political astuteness, particularly in the context of engaging key stakeholders in a complex programme of works.
- Experience of working with external agencies.
- Ability to challenge stakeholders in a positive manner.

- Robust under pressure and able to work to tight deadlines
- Able to make decisions at pace and managing multiple projects simultaneously.
- An understanding of the political landscape the Legacy Corporation inhabits, particularly with regard to our founder members and key working partners.

Part two

Skills and abilities

- Excellent interpersonal skills.
- Very good oral, written and presentation skills.
- Able to establish effective relationships with staff at all levels.
- A self-starter who can work independently as well as collaboratively.
- Very good project management skills.
- Able to work under pressure and meet tight deadlines while maintaining an eye for detail.
- Very good influencing, negotiation and listening skills.

Part three

- Highly professional, diplomatic and a good ambassador for the organisation.
- Mature and sound judgement on sensitive and pressing issues.
- Assured, assertive, engaging and credible to both public and commercial audiences.
- High degree of integrity and discretion.
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	Press Officer	
Directorate	Communications and Public Affairs	
Reports to	Senior Media Manager	

Role purpose

 To assist in managing the reputation of the Legacy Corporation by providing a comprehensive media and public relations service within the Media Team.

- Create and deliver media strategies, plans and stories to support the Head of Media deliver overall media objectives.
- To take part in the forward planning process for communications and ensure all key communications activities are included in the communications grids and forward planning.
- To forge close working relationships with teams and departments within your portfolio as
 directed by the Head of Media, to create media campaigns and ensure a steady stream of
 proactive good news stories to communicate the Legacy Corporation's narrative for the Park
 that can be forward planned.
- Manage Freedom of Information requests that have a reputational element to them.
- To advise senior managers on media, public relations and external affairs issues.
- To provide advice on the potential public relations implications of policy decisions.
- To identify potential public relations problems and provide solutions or strategies for overcoming these.
- To ensure that the Media Team's systems and processes are followed and kept up to date.
- Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for Queen Elizabeth Olympic Park.
- Take reasonable care for the health and safety of themselves and others and take
 responsibility for ensuring all activities carried out promote the value of a diverse workforce
 and do not discriminate against sections of the community covered by equality legislation.

• Maintain an up-to-date knowledge of technical competency areas and take a proactive approach to self development and performance improvement.

This is not meant to be an exhaustive list of duties. The need for flexibility, shared accountability and team working is required, and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

This is a description of the role as it is at present. It is the practice of the London Legacy Development Corporation to review role profiles annually to ensure that they relate to the role as then being performed or to incorporate whatever changes are being proposed. This review will be carried out by the director/line manager in consultation with the role holder, who is expected to participate fully in such discussions.

This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Degree educated, ideally a PR or media degree background.
- Track record of working successfully in a press office team.
- Substantial experience of proactive and reactive media relations within a high profile organisation.
- Knowledge of the workings, mindset and needs of media.
- Experience of providing direct advice and briefing to senior managers on media reputation issues.
- Experience of working in a highly pressured environment and delivering results to tight deadlines.
- Experience of writing press releases, briefs and understanding complex issues.
- Proven ability to find solutions to public relations problems and take necessary action.
- A strong understanding of national, regional, local and specialist press relevant to the London Legacy Development Corporation.
- An understanding of the political environment.
- An understanding of issues, opportunities and challenges facing the organisation.

Part two

Skills and abilities

- Excellent writing skills with a clear, concise and lively prose style, and the ability to write for a wide range of audiences.
- · Excellent oral communication skills.
- Ability to translate complex information into a clear and approachable format for a wide range of audiences.

- Ability to operate effectively in an environment of constant change.
- Excellent interpersonal and team working skills with the ability to work with people at all levels.
- · Good organisational and planning skills.
- · Accuracy and attention to detail; excellent proof reading skills.
- Self-starting and independent whilst being able to work collaboratively.

Part three

- Personal and professional demeanour to gain confidence and respect among employees and as a representative of the organisation externally.
- Can respond to direction well from Head of Media and Director of Communications and Public Affairs.
- Looks to the future is able to see links and opportunities that others might miss.
- Applies concepts and learning from outside own field/environment, looking ahead over the long-term to deliver improvements and avoid problems.
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	Public Affairs Officer	
Directorate	Communications and Public Affairs	
Reports to	Senior Manager, External Relations	
Role nurnose		

Role purpose

The Legacy Corporation's work programme is high profile with interest from national, regional and local government. The Public Affairs Officer will deliver a strategy for managing relationships with these organisations to ensure that the Legacy Corporation is seen to be open and accountable as it delivers its programme.

Key accountabilities

- Manage the creation and delivery of a proactive engagement programme to ensure effective relationships between the Legacy Corporation and local, national and regional government.
- Advise senior members of the LLDC on their engagement with key stakeholders within Government and deliver briefings for key meetings and scrutiny appearances.
- Facilitate briefings and site visits for MPs and other government stakeholders as required.
- Participate in the overall development of the Legacy Corporation's communication strategy.
- Brief LLDC staff on relevant government announcements and any specific concerns and issues and work with the Communications and Public Affairs Team and other departments to address these.
- Support and maintain a culture of continuous improvement and operational excellence, contributing to corporate priority themes and the organisation's overall delivery aims, acting as an ambassador for Queen Elizabeth Olympic Park
- Take reasonable care for the health and safety of themselves and others and take
 responsibility for ensuring all activities carried out promote the value of a diverse workforce
 and do not discriminate against sections of the community covered by equality legislation
- Maintain an up-to-date knowledge of professional competency areas and take a proactive approach to self development and performance management.

This is not meant to be an exhaustive list of duties, The need for flexibility. Shared accountability and team working is required and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed. This role profile does not form part of the role-holder's contract of employment.

Role competencies

Part one

Knowledge and experience

- Proven track record of working in partnership to engage stakeholders within Government and on projects of comparable scale, scope and complexity.
- Proven ambassadorial ability and political astuteness, particularly in the context of engaging Government organisations.
- Successful track record of delivering effective written and verbal briefings to support senior staff.
- A good understanding of the complex political environment within which the LLDC operates, including relevant governance and accountability issues.
- A good understanding of the structures and concerns of government and business representative organisations.

Part two

Skills and abilities

- The ability to quickly establish rapport and credibility with senior staff
- The ability to deal with immediate issues without sacrificing long-term strategic priorities
- Excellent oral, written and presentation skills, with an ability to develop, communicate and gain ownership for a clear vision and direction
- High level communication, networking and ambassadorial skills
- Good influencing and listening skills
- An ability to be heard through personal credibility and the exercise of sound judgement
- A good appreciation of the workings of Government at a national, regional and local level and an understanding of the environment in which an organisation such as the ODA needs to work
- Ability to manage effectively in a dynamic, fast-moving environment
- An appreciation of delivering quality services via an effective equal opportunities and diversity agenda within an organisation of similar complexity
- Good team work and relationship management skills
- Robust under pressure and able to work to tight deadlines

Part three

- Highly professional, diplomatic and a good ambassador for the organisation
- Highly motivated and not easily discouraged
- Mature and sound judgement on sensitive and pressing issues

- High degree of probity and integrity and strong commitment to public service
- Assured, assertive, engaging and credible to audiences.
- High degree of integrity, discretion and diplomacy
- Able to work in a manner that is consistent with the organisation's core behaviours and ethos.



Role Title	Communications and Public Affairs Intern
Directorate	Communications and Public Affairs
Reports to	To be Confirmed

Role purpose

The Legacy Corporation will be the subject of ever increasing interest from the public, media, stakeholders and other audiences. Clear, timely and effective communications will be vital to the success of the project while the Legacy Corporation undertakes an 18 month construction programme to transform the Olympic Park into a new part of the city to be known as Queen Elizabeth Olympic Park. It is important for the Communications and Public Affairs Directorate forge strong relationships with political, media, parliamentary and community stakeholders and key influencers, as part of its communications activity to promote and seek support for the organisation's work.

The intern will act as an assistant to the Communications and Public Affairs department. He/she will work with the team to help deliver key messages to a variety of key stakeholders including the media, partners, politicians and staff.

Key Tasks

- Support the development and delivery of an integrated communications strategy for Queen Elizabeth Olympic Park
- Assist with organising and running tours of the Park and other events like press conferences and stakeholder receptions
- Keep the weekly planning grid up to date
- Help produce the weekly staff email
- Help develop the digital image library
- Manage press cuttings
- Assist with the development and delivery of key communication collateral, including the workforce site newspaper, posters and other marketing materials.
- Collate data and maintain a database of relevant external and internal stakeholders

Knowledge and key skills required:

- Degree (minimum requirement is a 2:2)
- High level working knowledge of all Microsoft packages including Word, Excel, Outlook and PowerPoint.
- Excellent written and organisational skills to include report writing skills.
- Strong communicator (telephone, face-to-face and written) at all levels of seniority with the ability to influence.
- A high level of accuracy and attention to detail, with an organised, systematic, and methodical approach to work.
- The ability to multi-task with a flexible attitude and readiness to adapt swiftly to change.
- Sound judgement and ability to prioritise competing demands and tasks.
- Displays tact and diplomacy.
- Excellent team player both internally and externally
- Makes appropriate use of internal networks and processes
- Highly motivated and not easily discouraged
- Excellent time keeping
- Knowledge of project management systems and processes
- Knowledge and an interest in communications and public affairs

Project details:

Queen Elizabeth Olympic Park will have a very high profile with interest from national, regional and local government, media and community groups. The intern will assist in managing relationships with these organisations and with the community to ensure the organisation is seen to be open and accountable as it delivers its programme.