

## Labour Party Job Description

<b>Job title:</b>	Executive Director, Communications
<b>Responsible to:</b>	The Executive Director of Communications will report in the first instance to the Labour Party General Secretary and will also work closely with the Leader of the Labour Party
<b>Responsible For:</b>	Management of all staff in Press and Broadcasting (including Leader's Spokesperson), New Media, Media Monitoring and Design teams
<b>Location:</b>	Based at Head Office London
<b>Key Purpose:</b>	Direct, shape and lead a unified and world class communications function for the Labour Party  Deliver and lead all news management and development of news and communication products  Ensure the strategic communications and message of the Leader and Shadow cabinet is communicated effectively Develop and lead online communications and campaigns

### Specific Responsibilities:

Shape and lead the Party's communications functions, ensuring the integration of all existing communication staff in the Party and Leader's Office.

Develop working systems and best practice procedures to ensure that Party communications are effective in communicating our policies and political messages.

Ensure all Labour Party communication channels are integrated effectively.

Provide appropriate political sign off and delegate authority where needed.

Develop and lead the implementation of communications plans and approaches.

Ensure the Party is delivering a proactive 24 hour news service cycle.

Provide strategic leadership for the Regional Communication Officers.

Establish and oversee the delivery of a co-ordinated programme of events, visits and press conferences for the Shadow Cabinet, working with the Shadow Minister without portfolio.

Plan and implement a Communications Grid that ensures core messaging on key stories and effective message carriers.

# The Labour Party

Provide strategic leadership to the Labour Party's New Media communications and ensure it is fully integrated into the Party's other communications functions.

Work closely with the Field Operations, Membership and Supporters, and Commercial directorates to provide an integrated digital communications strategy across the party.

Harness innovative methods of digital communication to ensure the Labour Party is at the forefront of new techniques.

Implement and evaluate regular training sessions for political advisors, frontbench MPs' researchers, and Party staff on house-style (formatting and language) and media deadlines.

Work with Field Operations to create the structures that allow and actively encourage localised community campaigns and communications.

Ensure the effective delivery of online templates, working with regional offices and other Party units to ensure they are fit for purpose.

Provide leadership and management to the Labour Party design team.

To lead and develop the Communications team by:

- Coaching and developing a team of professionals, providing expertise and advice as necessary in order to resolve issues effectively and efficiently
- Acting as a role model and demonstrate breadth of expertise as well as strong leadership skills
- Ensuring deadlines are met and if necessary oversee the re-distribution of workload
- Ensuring relevant training and development of individuals and teams are in place and set personal objectives for staff based on the overall departmental strategy

Monitor the progress and effectiveness of the directorate's output, re-assess governing factors, recognise and act upon consequences in the event of failure.

Set, manage and monitor all budgets for directorate within the remit of the role.

Set key performance indicators for team members and monitor performance.

Be a proactive member of the Executive Board and to carry out any other tasks as directed by the General Secretary/Leader of the Labour Party.

The post holder maybe required to act as secretary to NEC committees or other ad hoc bodies as directed by the General Secretary.

As part of the new executive management board you will work flexibly with the Party, Leader's Office and Shadow Cabinet to develop and implement the Party's strategic plans.

**Band: 54**



## Labour Party Person Specification

### Executive Director, Communications

#### Essential

- Proven experience at a similar level
- Proven experience of developing and delivering a national communication strategy delivered across a variety of media channels
- A thorough knowledge of the media nationally and regionally
- A thorough knowledge and understanding of the structure and organisation of the Labour Party
- Excellent political judgement
- A track record of creativity and innovation in the development of systems and production of materials
- Knowledge and understanding of how strategic management impacts and influences operational management
- Proven experience of formulating and managing budgets
- Significant people management experience
- Excellent personal presence and impact
- First class communication and networking skills
- Creative approach to problem solving
- Track record in delivering tangible outcomes on time and to budget.
- Flexible in style, able to accommodate a variety of different attitudes and adjust their approach accordingly
- Proven track record of success in project management, through the complete project life cycle, preferably in complex situations.
- Highly adaptable, quick thinking, action oriented, resilient and with a 'can do' mentality
- Assertive and confident with the ability to remain calm under pressure

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- Proven track record of working with conflicting responsibilities