

# ReLondon

## Job title

Corporate Communications Lead

## Reports to

The corporate communications lead reports to the head of communications and behaviour change.

## Company overview

ReLondon was established as a statutory body – the London Waste and Recycling Board (LWARB) – 12 years ago. Since then it has helped to provide additional recycling capacity in London; helped boroughs provide efficient waste services; invested in and supported circular businesses across the capital; and, against a backdrop of declining recycling rates nationally, helped London maintain its recycling performance.

LWARB became ReLondon in March 2021, in order to be able better to accelerate its mission to revolutionise our relationship with stuff and accelerate **London's transition to a circular economy**. We work with a multitude of individuals and organisations in London, across the UK and around the world, and have become recognised as a world leader in circular economy thinking and practice.

The corporate communications lead is part of **ReLondon's** communications and behaviour change team and is specifically responsible for ensuring our brand, reputation and programmes are well-managed and communicated effectively to a diverse range of stakeholders.

## Role overview

The role is instrumental in communicating and promoting the work and achievements of ReLondon **and its programmes, in order to build the organisation's brand and reputation** with a wide range of stakeholders. You will deliver activity in line with strategy and overarching plans set by the CEO and the head of communications and behaviour change, and in support of the senior management team.

## Responsibilities and duties

- Deliver **ReLondon's** annual flagship event, Circular Economy Week, ensuring that all **ReLondon's** programmes and people are involved, and **building the week's** participation and engagement with business, government and other stakeholders in London and beyond year-on-year.
- Support the head of communications in all aspects of developing and managing **ReLondon's** brand and identity.
- Produce a regular podcast in line with plans created in consultation with the CEO, head of communications and programme teams.

- Work with programme teams and their partners to deliver project outputs and communications, including project reports, case studies, video content and toolkits, in consultation with the head of communications.
- Support the delivery of PR activity in collaboration with the head of communications and the wider team, distributing press releases in support of corporate and programme objectives, acting as second point of contact for journalists and editors interested in ReLondon and its work and working with our appointed PR agency where required.
- Create and manage a 6-monthly rolling content plan for ReLondon and its programmes, in consultation with the head of communications, sharing monthly media and wider communications plans and updates with the GLA, London Councils, the Board and its committees.
- Deliver corporate events on behalf of ReLondon and provide event support to programme teams where required.
- Manage and update corporate website(s) and write, commission or edit content for blogs and news items where required.
- **Manage ReLondon’s social media** channels through proactive planning, content creation and community management in order to build reach, awareness of and engagement with ReLondon and its programmes across target audience groups.
- Provide data and marketing analytics from all corporate communications activity, to ensure **ReLondon’s** profile is effectively built with the right target audiences and stakeholders.
- Identify external events at which ReLondon should have presence, coordinating internally to support the senior management team with event content and promotion.
- Work with the head of communications and programme leads to identify relevant awards and support programme teams in creating award submissions for projects and campaigns.
- Manage day-to-day contact with communications contractors.

*Other duties*

- Undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job.
- Carry out all tasks and allocated work within agreed timescales and budgets.

**Person Specification**

Experience	<ul style="list-style-type: none"> <li>• Experience of working collaboratively with stakeholders at a senior level.</li> <li>• Experience of delivering corporate communications campaigns through a range of media including events, PR and visual (branded/printed) materials.</li> <li>• Expertise and experience in delivering digital communications including content creation; social media management; planning and scheduling; and community management.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Experience of using IT and website content management systems including MS Outlook and MS Office, WordPress and/or Drupal.</li> <li>• (Experience of procuring and project managing consultants to deliver multiple and complex projects).</li> </ul>
Job Related Knowledge	<ul style="list-style-type: none"> <li>• An understanding of the sustainability and climate change world.</li> </ul>
Skills and Aptitudes	<ul style="list-style-type: none"> <li>• Excellent literacy, numeracy and communication skills and ability to influence and present to stakeholders.</li> <li>• Expertise and confidence in dealing with the media, including writing press releases and briefing journalists.</li> <li>• Excellent copywriting, editing and proofing abilities across a range of media and for diverse audiences.</li> <li>• Excellent project management capability including experience of managing multiple projects involving multiple stakeholders</li> <li>• An understanding of equality of opportunity, valuing diversity and the ability to translate this into action.</li> </ul>
Qualification	<ul style="list-style-type: none"> <li>• No formal qualifications are required for this role</li> </ul>
Competencies	<p><b>Collaborating and Partnering</b> Working collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and a wide range of people within and outside ReLondon, whilst having the confidence to challenge assumptions.</p> <p><b>Changing and Improving</b> People who are effective in this area take initiative, are innovative and seek out opportunities to create effective <b>change. For all staff, it's about learning from what has worked</b> as well as what has not, being open to change and <b>improvement, and working in 'smarter', more focused ways.</b> For leaders, this is about creating and encouraging a culture of innovation and allowing people to consider and take informed decisions. Doing this well means continuously seeking out ways to improve implementation and build a more efficient, flexible and responsive ReLondon.</p> <p><b>Delivering Value for Money</b> <b>Efficient, effective and economic use of taxpayers' money</b> in the delivery of ReLondon services; seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. Base decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money.</p> <p><b>Delivering at Pace</b> Focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes;</p>

	working to agreed goals and activities and dealing with challenges in a responsive and constructive way.
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## Benefits

- Full time (37 hrs per week) permanent position
- Grade 6: £43,466- £48,008
- **Voluntary employee's contribution matched by employer up to 4% of salary**
- 30 days holiday plus bank holidays