

Request Details

Reference Number

20260401_1021_1977_CHE_NEW_PST

Requesting Manager Name

Ben Schofield

Requesting Manager Post Title

Head of communcions

Line Manager Name

Gianmarco Ciavarro

Line Manager Post Title

Gianmarco.Ciavarro@towerhamlets.gov.uk

Request For

Create new post or recruit to an existing post

Request Type**Directorate**

Chief Executive's Office

Service

Communications

Team

Communications

Cost Code

21163

Post Details

Post Title

Love Tower Hamlets Campaign Manager

Post Number

A070600157

Post Type

Full time

Post Term

No

Name of Employee In Post

Head of communications

Hours/Week

35

Location

Town Hall, Whitechapel

Honorararia Type

No

Start Date**End Date****Proposed End Date****Total Cost of Pay****Existing Rate****New Rate****Requested Rate****Effective Date for New Rate****Salary/Grade/Agency Rate**

Grade L £58,551

Agreed Market Force Support

No

MFS Value**Where Does Funds Come From****Business Case**

Love Tower Hamlets Campaign Manager – Business Case How critical is this post to your service or business area? This request is to recruit to the post for 12 months as request by PRB on 26 Feb. To try and speed up the process we will initially seek to recruit through secondment, and if that is unsuccessful, through the regular recruitment processes. While we recruit to this position we need to keep the current agency member of staff in place. The impact of not having this post is outlined below. In short, without this post the campaign cannot run. Keeping the post vacant while we recruit would mean we are unable to meet the Mayor's expectations as there would be a serious drop in activity. This post leads the council's primary place campaign, Love Tower Hamlets, and is a Mayoral priority. The campaign promotes the borough to residents, partners, visitors and investors and plays a central role in how the council presents Tower Hamlets externally. The postholder is responsible for developing and delivering the campaign and coordinating activity across council services and external partners. The role also manages a significant programme of events and promotional activity. In the last year the postholder led the Tower of London investors event and the Town Hall open day, and coordinated the

council's involvement in partnership events such as the Brick Lane Curry Festival and the Summer of Fun programme. The role is also responsible for the Love Tower Hamlets website and print publications, which provide key channels for promoting the borough and council initiatives. The postholder represents the council in external partnerships and maintains relationships with major cultural and commercial organisations in the borough, including Canary Wharf Group, Whitechapel Gallery and London Docklands Museum. These partnerships support coordinated promotion, joint events and wider engagement with organisations that bring visitors and investment to the borough. Because the campaign brings together partners, events, communications and investment promotion, the role provides coordination that would otherwise be fragmented across services. This makes the post critical to maintaining a consistent and effective place campaign for the borough. How does it support wider organisational plans? The role supports the strategic object to boost culture, business, jobs, and leisure, by promoting Tower Hamlets as a place to live, visit and invest. Campaign activity highlights the borough's history, culture, community and economic opportunities and helps strengthen the borough's reputation with external audiences. Marketing activity linked to the campaign also supports the council's economic and regeneration priorities. Promotion to investors and stakeholders helps raise awareness of opportunities in the borough and supports major programmes such as the Mayor's accelerated housing programme. The role also strengthens partnership working with organisations across the borough. Engagement with groups such as the Tower Hamlets Partnership and major cultural institutions helps coordinate borough wide activity and increases the reach of council communications and events. By ensuring the borough has a visible presence at major events and through partnership activity, the campaign supports the council's objective to promote Tower Hamlets as a vibrant and attractive place for residents, businesses and visitors. What is the impact if the post is not filled? This post was created to run and manage the Love Tower Hamlets campaign. There is no other resource. Without this post the campaign cannot run. Major events and engagement activity will be more difficult to deliver without a single role responsible for planning and coordination. We will not be able to meet the expectations of the Mayor's office. Events such as investor engagement activities, partnership festivals and borough wide promotional programmes require consistent management and stakeholder coordination.

Finance

Finance BP

Head of communications

Finance BP Comments

This is an agency conversion to FTC. Current post holder is an agency who will be there until the FTC is filled. 3/4 months. Budget allocated for agency will fund the permanent FTC. As this is a recruitment for 26/27, therefore, the budget spend position is not yet known.

Finance Information Requested

Finance Decision Date

2026-04-01

HR

HR BP

Andreas Christophorou

HR BP Comments

Approved

HR Information Requested

HR Decision Date

2026-04-01

Director

Director

This is the campaign manager role Love Tower Hamlets campaign. Budget is there in the Love TH budget and the role is essential to deliver the campaign. In the meantime until we advertise and recruit we need to extend the agency staff member so we continue to have a project manager. Again the budget is there and we have no choice but to extend the agency role or we can't deliver the objectives the CE and Mayor are asking for.

Director Comments

Director Information Requested

Director Decision Date

2026-04-01

PRB Panel

Panel Information Requested (Manager)

Manager Reply To Panel

Panel Information Requested (Finance)

Finance Reply To Panel

Panel Information Requested (HR)

HR Reply To Panel

Panel Information Requested (Director)

Director Reply To Panel

Panel Decision

PRB Decision: Approved as exception - pending secondment or FTC PRB Date: 02/04/2026

Panel Decision Date

2026-04-02
