



Royal College of Emergency Medicine

Role Profile:	Senior Media and Communications Officer
Responsible to:	Communications Manager
Key working relationships:	Director of Engagement and External Affairs, Communications Team, Policy, Public Affairs and Research Team, Chief Executive, College President and Officers, other RCEM teams, RCEM members and fellows, Committee Chairs, media, and other Royal Medical Colleges
Grade:	F
Contract:	Permanent

Job Purpose:

To develop the media profile of The College; support the delivery of external campaigns and assist the operations of the Communications team including delivery of communications to our members through a variety of channels, including social media content and website management.

Key Responsibilities:

- Researching, drafting and issuing press releases or quotes, assembling media packages, selling-in stories, owning relationships with journalists and acting as first port of call for media enquiries.
- Identifying communications and media opportunities, including use of data analysis to form news stories, and make recommendations that contribute to the overall objectives and reputation of the College.
- Developing lines to take and key messages under the guidance of the Communications Manager and Policy, Public Affairs and Research Manager
- Organising broadcast media interview opportunities; briefing and preparing College spokespeople for interview.
- Updating the media contact and media coverage databases, ensuring that all enquiries are recorded and followed up, using the content management system (currently Vuelio).
- Keeping on top of the news agenda; monitoring political developments and upcoming health sector announcements or reports for opportunities to provide comment.
- Producing a weekly news summary of achieved coverage and sector information for key stakeholders, including Executive and Council.

- To develop and draft content for our social media accounts and monitor and respond to enquiries so as to protect the College's reputation.
- In conjunction with the Communications Manager and Policy, Public Affairs and Research Manager, plan, develop and implement the College communications and media activity and other campaigns which showcase the work of the College and support our members.
- Project manage and deliver reports and publications, such as the annual report
- Attend committee meetings, conferences and networking events to maximise proactive opportunities about the work of the College, including taking photos, recording video content and writing stories for different audiences.
- Updating the website using a content management system and providing editorial assistance in the development of website content where required.
- Maintain and improve working processes, keeping skills up-to-date and continue to develop depth and breadth of knowledge; staying abreast of communications best practice, and political developments.
- Liaise with the staff of medical colleges, health organisations, government bodies and political organisations to promote the College's aims and objectives.
- Maintain detailed documentation of the administrative processes relevant to the post.
- Participate in an out of hours oncall rota to monitor social media and deal with media and emerging issues, particularly crisis communications
- Undertake such other tasks as may be reasonably expected within the scope and grade of the post at the request of College Management to ensure College objectives are met, including some administrative tasks where necessary.

COLLEGE POLICIES AND PROCEDURES

The post holder is expected to follow all College policies and procedures including those covered in the College HR manual.

CONFIDENTIALITY

All employees are under an obligation to ensure that any information that he or she has access to, relating to RCEM business is kept confidential.

HEALTH AND SAFETY

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.

COLLEGE VALUES

Reliability

Ensuring our stakeholders receive a dependable, effective and efficient service.

Required behaviours:

- Ensuring the continuity of services during absences
- Providing information and material on time: keeping our promises
- Ensuring work has been completed to the right standard
- Being clear about our requirements and the regulations that guide our work

Communication

Communicating internally and externally in a proactive way.

Required behaviours:

- We are open, approachable and encourage communication
- Updating stakeholders through regular sharing across the range of our activities internally and externally
- Communicating our strategy so that our stakeholders understand what we are aiming for
- Our communications are straight forwards, helpful, clear and concise
- Listening to the views of others to understand individual needs and requirements

Respect

Treating our stakeholders and colleagues with respect.

Required behaviours:

- Appreciating and valuing the work and contribution of others
- Respecting the opinions and views of others
- Trusting each other to do the right thing
- Dealing with colleagues and stakeholders professionally
- Demonstrating that respect in the way in which we communicate

Excellence

Enabling high standards of work to be maintained.

Required behaviours:

- Providing an accurate and responsive service
- Routing stakeholders quickly to the right contact point to deal with any questions
- Setting and communicating clear objectives and timescales for our work
- Measuring our performance against our standards
- Working to the best of our abilities and seeking opportunities for continuous improvement

Equality

Treating all stakeholders internally and externally fairly.

Required behaviours:

- Not discriminating but treating others fairly, in a way that we would want to be treated
- Being willing to offer a helping hand to others
- Respecting the opinions and views of others
- Offering equal opportunities to everyone

CORE COMPETENCIES

Accountability

Ensuring our stakeholders receive a dependable, effective and efficient service

- Takes responsibility for all work activities and personal actions
- Follows through on commitments
- Implements decisions that have been agreed upon
- Maintains confidentiality with sensitive information
- Acknowledges and learns from mistakes without blaming others
- Recognises the impact of one's behaviour on others.

Adaptability

Responds to changing circumstances by being innovative and altering behaviour to better fit different situations

- Consistently exhibits optimism and energy; learns new skills,
- Performs work in different ways;
- Successfully works with new colleagues;
- Professionally deals with personal discomfort in a changing work environment;
- Willing to be flexible;
- Remains calm in stressful situations.
- Demonstrates tolerance for uncertainty
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Clear communication

Expresses oneself clearly and effectively when speaking and/or writing to individuals or groups

- Listens attentively; ensures that information is understood by all parties
- Shares information in a timely manner using the most appropriate method
- Presents well-organised information in an understandable format, while engaging with an audience in a group setting.
- Maintains a constructive, open dialogue with others and speaks with candour
- Proofreads documents to ensure proper language usage and tone

Initiative

Takes action to improve a situation without waiting for explicit instructions

- Understands how one's own actions relate to the College's and department's strategic goals
- Recognises and responds to opportunities in order to reach a goal
- Seeks new and improved techniques, solutions, and approaches to completing assignments.
- Recognises opportunities and uses them to reach a goal
- Seeks innovative approaches to completing assignments

Organisation & Time Management

Allocates personal time and resources efficiently and effectively

- Prioritises work
- Works to minimise risk by acting responsibly
- Organises information by creating and maintaining well organised systems
- Follows logical approaches to completing work;
- Effectively prioritises
- Pays close attention to detail.
- Manages time well
- Uses resources efficiently and effectively to reach goals
- Maintains a high output of high-quality work

- Acts quickly to implement plans/projects

Stakeholder Focused

Acts professionally and calmly at all times when interacting with others

- Consistently demonstrates concern and courtesy towards colleagues and stakeholders
- Treats all people respectfully
- Takes personal responsibility for correcting problems
- Follows up with individuals to ensure satisfaction with the level of service they have received.
- Works well with members of the College community, Members, and Staff
- Remains calm in stressful situations
- Demonstrates empathy

Valuing Diversity

Treats all individuals fairly and respectfully

- Works effectively with others, regardless of their background, position, or status
- Ensures that opportunities are equally available to all
- Respects different values and viewpoints.
- Consistently looks at issues from multiple perspectives, respecting the viewpoints and values of others
- Treats people with fairness, respect, and consideration without regard for their position, status or background
- Proactively minimises barriers and ensures opportunities are equally available to all
- Understands multiple cultures (i.e. academic, administrative) and is able to work across boundaries

Technology/Specialised Knowledge

Demonstrates ability to use technology effectively and productively

- Continually updates skills and knowledge; addresses problems as they arise or seeks help as appropriate.
- Is willing to learn about technology
- Explores and regularly uses technology to perform tasks more effectively
- Troubleshoots basic technology problems and knows where to find assistance for complex problems
- Follows advances in technology that are necessary to stay current in one's field

Working Collaboratively

Works collaboratively with others, Cooperating in both interpersonal and team relationships

- Fosters enthusiasm and maintains mutual trust, candour and respect.
- If applicable, manages groups effectively and builds partnerships with others.
- Fosters a sense of collaborative partnership and teamwork
- Encourages cooperation and establishes common ground to achieve larger organisational objectives
- Builds a network of informal friendly relationships to get things done
- Works well as a member of a team

RISK MANAGEMENT

All staff have a responsibility to identify risks and report these to their line manager. In addition to report all accidents or incidents promptly and when requested to co-operate with any investigation undertaken.

EQUAL OPPORTUNITIES

The RCEM is committed to its equal opportunities policy and it is the duty of every employee to comply with the detail and spirit of the policy.

ADDITIONAL INFORMATION

This role profile is intended to provide a broad outline of duties that may be required and is not intended to be exhaustive. It is subject to review and amendment in consultation with the post holder in order to reflect changes in the pattern, organisation and development of the services required.

Person Specification

Essential	Desirable
Qualifications	
<ul style="list-style-type: none"> English GCSE / O level or equivalent 	Experience within journalism, media, or public relations. NCTJ or equivalent
Practical experience	
<ul style="list-style-type: none"> Minimum of 2 years' experience in a media focused-communications or journalism role Experience of researching or handling requests for information and accurately relaying the information to colleagues Experience of working with a range of stakeholders and managing different demands Experience of briefing personnel to undertake media enquiries and interviews 	<ul style="list-style-type: none"> Experience of working within the healthcare/policy sector
Skills:	
<ul style="list-style-type: none"> Excellent written and oral communication skills, with the ability to communicate to a wide variety of audiences Able to build strong, existing relationships with media contacts Digital skills and ability to create content for social media Ability to make sound judgments, and understanding of what makes a good news story Strong organisational and planning skills, and demonstrable experience of multi-tasking and prioritising work to fit with tight deadlines Attention to detail, good proof-reading skills and ability to adapt writing styles for different channels Capability to be a self-starter but also a team-player that can work closely with colleagues in the communications, policy, and membership teams. Microsoft proficiency: Outlook, Word, Excel Video and audio content creation 	<ul style="list-style-type: none"> Knowledge of design packages eg Canva Experience with CRM and CMS systems
Knowledge:	
<ul style="list-style-type: none"> Knowledge of the NHS and health sector issues across a range of policy areas An understanding of how traditional and social media works and the role of a press office 	<ul style="list-style-type: none"> Knowledge of the work that Royal Colleges do An awareness of the political environment and legislative process