

# Communications Officer

## Job Description

Responsible to	Senior Communications Officer – Media
Key working relationships	Head of Policy and External Communications, Engagement and External Affairs Directorate, Chief Executive, College President and Officers, other RCEM teams, RCEM members and fellows, Committee Chairs, media, external stakeholders.
Grade	3
Contract	Permanent
Job Purpose	To work with the Senior Communications Officer – Media to provide the press office function of the College, working with journalists and members of the media to amplify the work of the College, to advocate on behalf of its members, and promote the specialty of Emergency Medicine. To develop and deliver multimedia communication and PR campaigns and plans for external audiences, to enhance the profile and reputation of The College, to engage and enhance our membership and influence key stakeholders

# Key Responsibilities

- Deal with all aspects of media relations, including researching, drafting and issuing press releases, lines to take and key messages or quotes, organising and facilitating media interviews, assembling media packages, selling-in stories, owning relationships with journalists and acting as first port of call for media enquiries.
- Provide briefings and prepare College spokespeople for media interviews, accompanying them as required, ensuring our policy and public affairs asks are at the fore.
- Identify 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
- Under direction, develop and implement communication and media campaigns which promote the work of the College and engage with our key audiences.
- Monitor the news agenda and upcoming health sector announcements or reports for opportunities to provide comment.
- Produce a regular news summary of our activity and key information from the sector for key stakeholders.
- Monitor social media channels, responding to issues as required and escalating incidents as appropriate, particularly crisis or reputational incidents
- Under direction, and in partnership with others, lead and create integrated (digital and offline) campaigns, including development of video, audio and visual content, which drive new audiences, retain and grow existing audiences which align to our membership personas
- Working with the Membership Engagement Officer, support the population and distribution of regular member communications including newsletters and updates.
- Update the website using a content management system and providing editorial assistance in the development of website content where required.
- Ensure consistency in branding and style across all collateral.
- Monitor, analyse and report performance and analytics
- With others, contribute to the photo and asset library to maintain and develop a diverse mix of content and ensure compliance with legal requirements
- Liaise with the other Medical Colleges, health organisations, government bodies and political organisations to promote the College's aims and objectives and develop opportunities for joint messaging.
- Once established, participate in an out-of-hour on-call rota in order to manage media requests outside of office hours.

## Other

- Attend RCEM events with occasional overnight stays to support collation of content and materials for our audiences
- Arrange for appropriate archiving and destruction of data in accordance with data protection legislations.
- 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.

# Values

## Respect each other's experience.

We celebrate the rich diversity of the RCEM ecosystem - employees, members and stakeholders. We respect each other's experience, meeting each other with dignity and humanity at all times.



This comes to life when we:

- Each contribute actively to strengthening a culture where different perspectives are expressed, encouraged and heard.
- Treat colleagues, members and stakeholders as valued equals.
- Do our best to be present for each other, interacting in an open and transparent manner.
- Acknowledge & challenge inappropriate behaviours and practices, offering support and seeking solutions.

## Act with integrity, always.

We hold ourselves to the highest ethical standards, fostering trust and transparency within our College and with our members.



This comes to life when we:

- Do what we say we will do, communicating clearly and openly.
- Take responsibility and accountability for our actions, celebrating when things go well and staying curious about how we can learn from mistakes.
- Demonstrate patience and flexibility, even when things don't quite go to plan.
- Commit to a strong work ethic, striving to produce high quality work that is consistently delivered on time.

## Collaborate for growth.

We know that teamwork and initiative are the key to achieving our strategic aims, and we actively seek opportunities to work together and leverage our diverse perspectives.



This comes to life when we:

- 'Collaborate by default', continually looking for ways in which we can join forces with colleagues, members and stakeholders to meet the College's objectives.
- Pay attention to the quality of our relationships, cultivating connection and fostering a positive working environment grounded in respect and integrity.
- Ask for feedback, reflect on it and learn from our personal and collective experiences.

## Innovate relentlessly.

We create the conditions for a culture of continuous improvement, nurturing creativity and the pursuit of new ideas to drive positive change within our organisation.



This comes to life when we:

- Identify creative ways to optimise our resources by planning ahead and anticipating organisational, operational and customer needs and demands.
- Anticipate and welcome change as an inherent part of a growing, evolving organisation, and meet this change with hope and optimism.
- Acknowledge the importance of psychological safety as a prerequisite for innovation, actively encouraging risk-taking and creating a 'no-blame' culture.
- Have the courage to step outside our comfort zones, learning new skills and trying new approaches.
- Prioritise sustainable solutions, with choices that are in the long term interest of the College and our organisational objectives.
- Embrace the value of automation, by refining and automating processes - personally and operationally - wherever possible, to improve efficiency and effectiveness.

# Person Specification

## Essential

## Desirable

### Qualifications

- | Essential   | Desirable   |
|---|---|
| <b>Qualifications</b>   |   |
| <ul style="list-style-type: none"><li>• Relevant journalism, marketing or communications qualification or equivalent experience</li></ul>   | <ul style="list-style-type: none"><li>• NCTJ in Journalism</li></ul>  |
| <b>Practical experience</b>   |   |
| <ul style="list-style-type: none"><li>• At least one year's experience in a communications role, preferably in media relations</li><li>• Experience of delivering against communications plans and strategies</li><li>• Experience of creating and developing communications and marketing campaigns to target different audiences</li></ul>  | <ul style="list-style-type: none"><li>• Experience of working within the healthcare/policy sector</li><li>• Delivery of campaigns with income generation</li><li>• Working within a membership organisation</li></ul>   |
| <b>Skills</b>   |   |
| <ul style="list-style-type: none"><li>• Excellent written and oral communication skills, with the ability to communicate to a wide variety of audiences</li><li>• Able to build strong, existing relationships with media and key stakeholders</li><li>• Ability to create and edit audio and visual content for digital channels</li><li>• Ability to make sound judgments, and understanding of what makes a good news story</li><li>• Strong organisational and planning skills, and demonstrable experience of multi-tasking and prioritising work to fit with tight deadlines</li><li>• Attention to detail, good proof-reading skills and ability to adapt writing styles for different channels</li><li>• Capability to be a self-starter but also a team-player that can work closely with colleagues</li><li>• Microsoft proficiency: Outlook, Word, Excel</li></ul> | <ul style="list-style-type: none"><li>• Knowledge of design packages</li><li>• Use of press office managements and media monitoring platforms , such as Vuelio</li><li>• Experience of using website management software such as WordPress</li><li>• Production of performance reports and use of analytics</li></ul> |
| <b>Knowledge</b>  |   |
| <ul style="list-style-type: none"><li>• An understanding of how traditional and social media works and the role of a press office</li><li>• Knowledge of maximizing opportunities with social media to increase engagement: eg X, Facebook and LinkedIn</li><li>• Knowledge of the NHS and health sector issues across a range of policy areas – and how it is impacted by devolution</li></ul>   | <ul style="list-style-type: none"><li>• Knowledge of the work that Royal Colleges do</li><li>• An awareness of the political environment and legislative process</li><li>• A passion for news and current affairs</li></ul>   |

### Practical experience



### Skills



### Knowledge

# Policies & Guidelines

## 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.

## 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.

# Organisation chart

