

# Media & Communications Manager

## Job Description

Responsible to	Head of Communications
Key working relationships	Director of Policy & Communications, Communications Team, Web Content Team, Policy, Public Affairs & Research Team, Chief Executive, College President and Officers, Senior Leadership Team, Committee Chairs, media, external stakeholders, partner organisations, and other Royal Medical Colleges.
Grade	Level 2
Contract	Permanent
Job Purpose	<p>The Media &amp; Communications Manager is a senior management role within the Communications team, responsible for providing leadership across the organisation's media, external communications, and reputational management activities.</p> <p>The post holder will own the College's media strategy, lead high profile external communications activity, and act as a senior advisor to directors, College Officers, and subject matter experts on media engagement, issues management, and proactive communications.</p> <p>They will oversee the Communications Portfolio, ensuring coherent planning, prioritisation, and delivery of cross College communications activity. The role includes responsibility for the approval of media releases, acting as a clearing point for significant communications outputs.</p> <p>The Media &amp; Communications Manager will lead the media function, provide guidance and assurance to senior leadership, and ensure that all external communications strengthen the reputation, influence, and visibility of the College.</p>

# Key Responsibilities

## **Strategic Communications Leadership and Governance**

- Lead on the planning, direction, and prioritisation of external communications and media activity, ensuring alignment with the College's Corporate Plan and Communications Strategy.
- Act as an SME authority on media handling, providing expert advice, challenge, and risk assessment to directors, senior managers, and College Officers.
- Maintain communications governance, including approval workflows, escalation processes, and quality assurance standards for external communications.
- Lead the development and implementation of organisation wide communications planning, ensuring a coordinated approach across campaigns, policy announcements, research outputs, and member communications.
- Provide senior oversight across the Communications Portfolio, ensuring alignment, risk management, and prioritisation across teams throughout the College.

## **Media Relations Strategy and Senior-Level Press Office Leadership**

- Oversee all aspects of the College's media engagement, including press releases, statements, lines to take, media briefings, and journalist relationships.
- Working with the Policy and other teams, lead the preparation and briefing of the Chief Executive, President, Officers, and senior spokespeople for high-profile media interviews and public appearances.
- Develop and maintain relationships with journalists, commentators, broadcasters, health correspondents, and sector media.
- Develop and maintain relationships with Communications professionals in other Royal Colleges and relevant bodies.

## **Campaigns, External Affairs and Editorial Oversight**

- Provide leadership for cross-organisational campaigns, ensuring integration of media, digital, policy and stakeholder engagement activity.
- Oversee editorial quality, tone of voice, consistency, and key messages across all external communications.
- Lead the development of compelling narratives that support the College's influence, visibility, and policy goals.
- Ensure communications activities support the Member Value Proposition and other key organisational priorities.

## **Issues Management, Insight and Strategic Foresight**

- Monitor the external environment, political developments, sector news, and public discourse to identify opportunities, risks, and proactive media engagement.
- Provide analysis, insight, and forward planning recommendations to senior management.
- Ensure timely and accurate responses to emerging issues, coordinating cross College activity where required.

## **Organisational Leadership, Collaboration and Integration**

- Work closely with colleagues across Communications, Policy, Membership, Digital, and SLT to ensure aligned and strategic communications outputs.
- Act as an advisor at committees, working groups, and external stakeholder meetings, contributing to organisational decision making and planning.
- Ensure that media activity is fully integrated with digital channels, campaigns, website content, and membership communications.

### **People Management and Capability Development**

- Provide visible leadership to the media and communications team, including direct line management of communications officers.
- Set clear objectives and development plans aligned with organisational priorities.
- Build a culture of editorial excellence, continuous improvement, collaboration, and high performance.

### **Performance, Evaluation and Continuous Improvement**

- Lead measurement and evaluation of communications activity, providing data driven insights and recommendations to senior leadership.
- Ensure the use of analytics, media monitoring, sentiment analysis, and impact evaluation to inform strategic decisions.
- Maintain awareness of best practice in media engagement, communications strategy, and sector developments.

### **Other**

- 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.
- The post holder will exemplify the RCEM organisational values as detailed in the organisation-wide framework.

# 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

- Professional experience in communications, journalism, media, or public relations.
- Evidence of ongoing professional development in communications, media, public affairs, or strategic communications.
- Management or leadership qualification or experience desirable.

### Practical experience

- Significant senior level experience in media relations, communications strategy, or press office leadership.
  - Proven experience advising senior leaders on media handling and reputational risk.
  - Demonstrable experience leading high-profile or sensitive media activity, including crisis communications.
  - Experience leading or coordinating communications portfolios, programmes, or organisation wide activity.
  - Strong track record of producing and approving high-quality media content, including press releases and statements.
  - Experience managing and developing communications professionals.
- Experience in a membership organisation, healthcare, or policy focused environment.
  - Experience contributing to organisation-wide communications strategies or redesign projects.

### Skills

- Excellent editorial judgement and ability to assess communications risk.
- Strong written and verbal communication skills for diverse and senior audiences.
- Ability to work strategically, manage competing priorities, and operate effectively in fast moving environments.
- Strong organisational, planning, and stakeholder management skills.
- Ability to build strong relationships with journalists and senior stakeholders.

## Knowledge

- Detailed knowledge of traditional and digital media, including best practice in press office operations.
- Understanding of political processes, public policy, and the wider context shaping emergency medicine.
- Understanding of the NHS, health policy environment, and health sector media landscape.
- Knowledge of communications measurement frameworks and media analysis tools.
- Knowledge of the role of Royal Colleges and professional medical bodies.

# 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.