

JOB DESCRIPTION

POST:	Head of Policy, Press and Public Affairs
GRADE:	5B
DEPARTMENT:	Communications
RESPONSIBLE FOR:	5 direct reports in the media, public affairs and policy teams
RESPONSIBLE TO:	Executive Director of External Affairs

JOB SUMMARY

To develop and deliver a strategic influencing, stakeholder and media strategy which promotes the RCS, working with senior staff and spokespeople as required.

To support and manage the department, maintaining the highest professional standards and in keeping with the College strategic aims.

Areas of strategic responsibility are lobbying/influencing, policy development, and media relations.

SPECIFIC DUTIES AND RESPONSIBILITIES

- To oversee and implement the RCS' influencing strategy across media, public affairs and policy, in England, Wales, and Northern Ireland.
- Maintain the College's high public profile in the press and among key stakeholders, patients and the public.
- Ensure that influencing and communications initiatives are effectively integrated and aligned with the College's overall strategy.
- To represent the College in a range of high-level external meetings with senior stakeholders, including journalists, Department of Health and Social Care ministers, officials, heads of government agencies such as Health Education England.
- To influence government and NHS policy to support the RCS' strategic aims, with the responsive and accurate production of information, tailored to the audience.
- Lead the measurement and assessment of the team's impact, with the aim of celebrating success and learning from mistakes.
- Plan strategically the College's policy work across the board, identifying opportunities for promoting the role and views of the organisation, working with all Directorates to co-ordinate external communications across the College to promote its activities and enhance its reputation.
- Manage staff in the media, public affairs, and policy teams by ensuring effective working relationships, requisite standards of performance, adequate training and development, whilst also delegating responsibility where appropriate.

- Manage the departmental budget by developing a budget plan for the media, public affairs and policy teams in conjunction with other departments to reflect corporate strategy.
- Contribute to the College's business planning as required.

Policy

- Project manage reviews of policy as required, drawing together input from all parts of the organisation, and externally, including consultation where appropriate.
- Provide policy support and briefing to the President, Council and senior management.
- Provide guidance and information, both internally and externally, on matters of policy including basic statistical analysis as necessary.
- Manage correspondence concerning the College on policy matters.

Media/PR

- Maintain a proactive media programme with a particular focus on using the media as an influencing tool.
- React swiftly to breaking news stories or other external events that impact on the organisation and its purpose, managing responses and identifying and using opportunities to promote the College as appropriate.
- Advise and support the President, Trustees and senior staff on media matters and communications issues, including practical assistance and training as required to produce speeches, briefing notes, presentations and preparation for interviews when necessary.
- Generate positive online social media content and ensure the College is adequately represented, correctly portrayed and is responsive to conversations online – working closely with the digital and membership communications teams.

Public Affairs

- Oversee all public affairs communications and initiatives, ensuring that the communications needs of internal and external stakeholders are met, including those of College staff and members and key stakeholder organisations.
- Working with the President's PA, oversee the preparation of oral and written briefings for the President ahead of meetings with Ministers, MPs, civil servants and stakeholders.
- Represent the College at relevant external meetings with senior stakeholders.

Dental

- Oversee the implementation of an England influencing strategy for the Faculty of Dental Surgery.
- Provide policy and public affairs support and briefing to the Dean, Board Members and registrar.

- Oversee the Faculty's relationships with key stakeholders including NHS England, Health Education England, Ministers, and relevant politicians.

General

- The post-holder is expected to be proactive in representing the College at a professional level in relation to his or her responsibilities and in ensuring their own continuing professional development.
- Undertake such duties appropriate to the grade, as required by the Chief Executive or Executive Director of Communications.
- Ensure the department complies with the RCS' Health and Safety, Equal Opportunities, Information Governance and other standards as required by the RCS and national legislation.

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.

The Royal College of Surgeons of England is an Equal Opportunities Employer.

All College employees are responsible for records held, created or used as part of their work for the College including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 2018 and the General Data Protection Regulation. Employees should have read and understood the College's Data Protection Policy and Records Management Policy and should follow all agreed records management and data protection procedures, seeking advice where necessary.

PERSON SPECIFICATION

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GRADE: 5B

DEPARTMENT: Communications

RESPONSIBLE FOR: 5 direct reports in the media, public affairs, and policy teams

RESPONSIBLE TO: Executive director of communications

All of the following are essential unless otherwise stated.

Qualifications

- Degree or equivalent.

Experience and Skills

- Significant experience of policy development and influencing.
- Background in current affairs and press work, well versed in issues surrounding healthcare.
- Experience in the production of draft reports and responses, including to Government and senior persons in the Department of Health.
- Understanding of how to influence Government and Parliamentary proceedings.
- Experience of finding positive solutions to complex communications and cultural change challenges and ability to think laterally.
- Experience with the media and social media, including background briefings for members of the media and those giving interviews and press conferences.
- An ability to understand complicated medical, ethical and political issues surrounding surgery.
- Political sensitivity and a demonstrable ability to recognize, influence and manage the communications and public relations consequences of sensitive issues.
- Ability to see what messages need to be sent to whom and how, to formulate and negotiate changes and new initiatives within organisational structures.
- Ability to draft press releases and media statements.
- Understanding of the NHS/medical and national political and press environments.
- Basic statistical skills to analyse NHS statistics.

Desirable:

- Significant experience of health policy.
- Produced evidence based guidance.
- Worked with committees.

Financial Management and Business Planning

- Proven ability to negotiate successful outcomes and work with senior colleagues in developing a corporate management team.
- Able to represent the department at a range of meetings by being persuasive, authoritative and collaborative in approach.
- Proven project and budget management, with analytical skills.

People and interpersonal skills

- Managed staff teams and worked collaboratively with senior colleges across an organisation.
- Excellent communication skills, oral and written, including presentation skills in formal, informal and public settings.
- Leadership and people management skills, including track record of strong and effective leadership of individuals and teams across organisational and hierarchical boundaries.

The post holder will also need to demonstrate the following **values and behaviours**:

Diversity - we value ***diversity*** and treat each other with respect.

- I listen effectively and treat each person as an individual
- I value people with different skills, expertise and knowledge to myself
- I ensure that everyone I meet feels welcomed at the college
- I trust the people I work with and know they will work to their best ability
- I am inclusive and build good relationships with everyone I work with
- I take time to understand different views to myself for the sake of the college

Improvement - we seek continuous ***improvement***, and improvement requires change.

- I use my expertise to question, challenge and improve the way we carry out our tasks
- I identify opportunities to innovate and present ideas to improve our products and service
- I am open and positive to new ideas and ways of working which help the college
- I adapt to change positively
- I help my manager communicate change to others
- I learn from my mistakes and do things differently as a result

Responsibility - we take personal ***responsibility*** for all we do.

- I set challenging goals for myself
- I deliver what I say I will deliver
- I take informed decisions which are within my control and hold myself accountable for them
- I take initiative and am proactive in all I do
- I constantly work to the best of my ability
- I work with integrity in the best interests of the College and its priorities

Collaborative - we are ***collaborative***, both across the College and with our stakeholders across the world.

- I build positive relationships with the people I work with
- I work collaboratively with others to deliver exceptional performance
- I always work for the greater good of the College
- I highlight behaviours which are inconsistent with the College standards
- I consistently live the College values
- I involve others in key decisions I take at work

Prudent - we are ***prudent*** in our use of resources.

- I deliver excellent work and customer service with the resources available to me

- I am efficient with the resources I use
- I find effective solutions to problems
- I escalate issues quickly when resources are stretched
- I prioritise my work effectively
- I follow the rules at work so that I minimise risks to the College

Professional development - *we are committed to personal **professional development** that benefits the individual and the College.*

- I seek learning opportunities for my personal and professional development
- I support, encourage and help my colleagues to develop
- I put my learning into practice in my role
- I ask for regular and honest feedback on my performance and learn from what is said
- I create opportunities to share my knowledge within and across teams
- I know my areas of expertise and convey this with confidence to my colleagues

The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for shortlisting and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.

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February 2019