

JOB DESCRIPTION

POST:	Media Relations Manager
GRADE:	4a
DEPARTMENT:	External Affairs
RESPONSIBLE FOR:	Senior Press Officer (Job Share)
RESPONSIBLE TO:	Head of Policy, Media and Public Affairs

JOB SUMMARY

The media relations manager is responsible for leading and overseeing the press strategy in liaison with the Head of Policy, Media and Public Affairs to ensure proactive, good, and accurate coverage of College issues. The role involves developing a deep understanding of the College, its priorities and business needs, and ensuring media work is strategic. The post holder will design and implement communications plans which work across the organisation to further the College's strategic aims.

SPECIFIC DUTIES AND RESPONSIBILITIES

Lead on media relations strategy:

- Lead on the design of a media relations strategy, ensuring our approach to media relations is strategic and aligns with the College's priorities.
- With the Head of Policy, Media and Public Affairs, oversee the handling of media issues on a day-to-day basis.
- Research, write and distribute press releases, features, letters and other editorial material. Drafting articles and opinion pieces on behalf of senior figures.
- Brief the President, Council Members and senior managers on issues arising in the media and where necessary manage print or TV interviews.
- Act as the press lead for the Faculty of Dental Surgery and key projects. This includes devising and implementing communications plans, sharing project updates with the wider communications team, and maintaining knowledge of the issues.
- Horizon scan for media opportunities.
- Brief and prepare key college spokespeople for media interviews.
- Organise media training of key Council members and RCS spokespeople.
- Establish and maintain relationships with relevant journalists and media outlets.
- Represent the College at internal and external meetings to advise on media issues.
- With the senior press officer (job share), monitor daily media coverage relevant to surgery, the College, and the Faculty of Dental Surgery. This includes pulling together the team's daily press cuts to be shared with Council members, trustees, regional directors and College staff by 10am (subject to urgent media enquiries).
- Work with the digital team to lead on the social media aspects of our press work, including commissioning and editing relevant blogs.
- Maintain relationships with other press and communications leads at key stakeholders.
- Organise and participate in a 24 hour on-call rota for media enquiries that will mean working at weekends and out-of-office hours.
- Monitor and evaluate the effectiveness of media work, producing regular reports to the Head of Policy, Media and Public Affairs and Director of Engagement.
- Maintain and update media sections of the College website, working closely with the web team to develop rich digital content.

Operational management:

- Manage staff to ensure effective performance management.
- Liaise with the Head of Policy, Media and Public Affairs to ensure collaborative working relationships between public affairs, media and policy teams.
- Develop staff through mentoring and delegation.
- Work with Head of Policy, Media and Public Affairs to set and monitor budgets for media relations, and contribute to the business planning process.

General:

- The post-holder is expected to represent the College in a professional manner 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 Director.

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

POST:	Media Relations Manager
GRADE:	4A
DEPARTMENT:	External Affairs
RESPONSIBLE FOR:	Senior Press Officer (Job Share)
RESPONSIBLE TO:	Head of Policy, Media and Public Affairs

All of the following are essential unless otherwise stated.

Qualifications:

- Degree educated (or proven extensive experience that can demonstrate the essential criteria below).

Experience and Skills:

- At least three years' experience of working in a press office including experience of policy communications.
- Line management experience.
- Previous experience in medical/healthcare environment.
- Writing and editing for a variety of media including print and the internet.
- Excellent news judgement.
- Ability to learn quickly, understand complex policy documents, and formulate a media response.
- An understanding of journalists' needs and priorities.
- Experience of using social media to promote an organisations aims.
- Interest in and understanding of healthcare and medical policy.
- Awareness of UK politics.
- A good working knowledge of Microsoft Word, Excel and PowerPoint packages
- Research skills.
- Organisational skills with ability to carry work through from research to presentation of information.
- Ability to present reasoned argument in an objective manner.
- Able to prioritise work and work to tight deadlines.

People and Interpersonal Skills:

- Excellent telephone confidence and oral communication skills.
- Supporting members of staff to motivate and develop them.
- Confidence to brief senior members of staff and surgeons.
- Networking and relationship building skills with external organisations.

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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