

## **JOB DESCRIPTION**

<b>POST:</b>	<b>Senior Press Officer</b>
<b>GRADE:</b>	<b>3a</b>
<b>DEPARTMENT:</b>	<b>External Affairs</b>
<b>RESPONSIBLE FOR:</b>	<b>n/a</b>
<b>RESPONSIBLE TO:</b>	<b>Media Relations Manager</b>

---

## **JOB SUMMARY**

The Royal College of Surgeons of England (RCS) is one of the most high profile health commentators in the UK. An outstanding Senior Press Officer is required to work in our fast-paced press office, helping run it to the highest standard. This is a job share role, working Wednesday to Friday. Candidates should have experience of successfully pitching stories to national media, and know what makes a good health story. Candidate will have a fluent writing style, and be confident working with senior stakeholders.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

- Handle incoming enquiries and provide accurate, timely and appropriate responses, briefing journalists in line with RCS's key messages and priorities.
- Participate in an out-of-hours rota for media enquiries. Time off in lieu is offered for significant out-of-office hours worked.
- Research, write and distribute press releases, features, letters and other editorial material.
- Draft articles, quotes and opinion pieces on behalf of RCS spokespeople.
- Provide press office support also to the Faculty of Dental Surgery and its Dean, as required.
- Brief the President, Council Members and senior managers on issues arising in the media
- Act as the press lead for key projects such as RCS guidance and campaigns. This entails devising and implementing communications plans, sharing project updates with the wider communications team, and maintaining knowledge of RCS priority issues.
- Horizon scan for media opportunities and develop own ideas for health coverage based on data, insights or RCS priorities.
- Brief, support and prepare RCS spokespeople for media interviews.
- Establish and maintain professional and trusted relationships with relevant journalists and media outlets.
- Represent the RCS at internal and external meetings, and maintain professional relationships with press and communications leads at stakeholder organisations.
- Monitor daily media coverage relevant to surgery and the RCS. This includes pulling together the team's daily press cuts to be shared with Council members, Trustees, and key RCS staff by 10am (subject to urgent media enquiries).

- Maintain and update media sections of RCS website, working with the web team to develop rich digital content. Actively participate in developing the RCS's social media profile using Twitter, Facebook, and commissioning and editing relevant blogs.
- Ensure effective handover of media enquiries and proactive press work to Senior Press Officer (job share) so that work progresses seamlessly.
- Produce evaluation reports of media coverage and communications activity.
- Undertake such duties appropriate to the grade, as required by your line manager.

**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**

<b>POST:</b>	<b>Senior Press Officer</b>
<b>GRADE:</b>	<b>3a</b>
<b>DEPARTMENT:</b>	<b>External Affairs</b>
<b>RESPONSIBLE FOR:</b>	<b>n/a</b>
<b>RESPONSIBLE TO:</b>	<b>Media Relations Manager</b>

All of the following are essential unless otherwise stated.

### **Experience and Skills**

- Degree educated (or proven extensive experience that can demonstrate the essential criteria below)
- At least two years' experience of working in a press office.
- Experience of writing and editing for a variety of media including print and the internet.
- Good working knowledge of Microsoft Word, Excel and PowerPoint packages.
- Demonstrable experience of placing stories in the media.
- Rigour in researching and reviewing content; able to identify key points, summarise findings and report data and conclusions accurately.
- Excellent writing skills; able to write fluent, compelling copy free from grammatical or other errors.
- Excellent telephone manner; diplomatic and persuasive verbal communication skills
- Able to prioritise effectively and deliver work to deadlines
- Demonstrable understanding of journalists' needs and priorities
- Ability to understand policy documents and formulate a media response

### **Financial Management and Business Planning**

- The post-holder will support the Media Relations Manager with financial management of suppliers, and business planning information relating to press office suppliers e.g. media training and monitoring suppliers

### **People and interpersonal skills**

- The post-holder must build positive relationships with colleagues, to foster collaboration and timely information sharing across RCS teams.
- Diplomacy, persuasiveness and good interpersonal skills will be essential to building trusted professional relationships with RCS media spokespeople.

- The Senior Press Officer will on occasions represent RCS externally at meetings with stakeholders and with journalists, and should represent the organisation professionally and effectively at all times.
- The Senior Press Officer needs to be able to establish and maintain trusted professional relationships with relevant journalists and media outlets.

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.

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

19 November 2019