



Job Description

Section 1 - Description

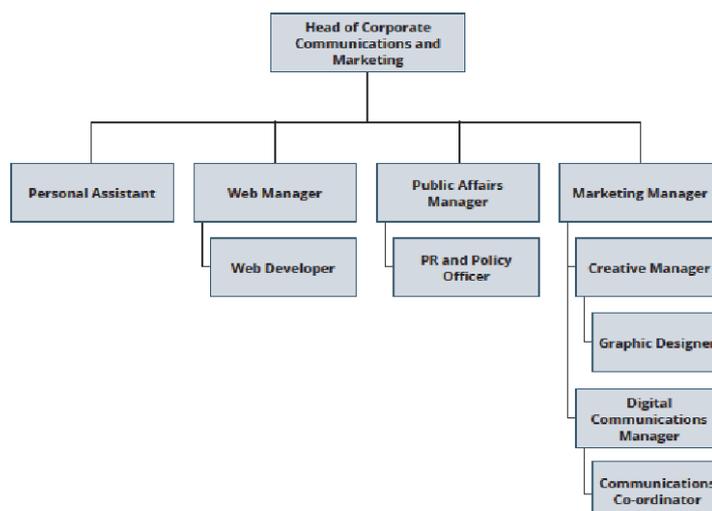
Job Title: PR and Policy Officer (FTE Grade 5)
Location: Corporate Communications and Marketing
(Remote working with occasional location-based requirements in Glasgow)
Reports to: PR & Public Affairs Manager
Date: June 2022

Section 2 - Job Purpose

Reporting to the Public Affairs Manager, the PR and Policy Officer will be responsible for the creation, implementation and delivery of research, reports, and communications that support the delivery of the Colleges strategic positioning and profile. They will also have responsibility for effectively communicating and engaging with external stakeholders including government, media, and intercollegiate partners.

The PR and Policy Officer will have a good understanding and knowledge of health systems across the UK and will be expected to develop and establish good working relationships with policy makers, journalists and influencers to advance knowledge and drive development of College positioning. The post holder will be required to be in regular contact with the President, Honorary Secretary, and other senior clinicians and staff working across the College to ensure consistency of messaging, efficiency of responses to policy and media work, and accurate reporting and updates.

Section 3 - Organisation Chart at May 2022



Section 4 - Main Responsibilities and Role

- Build and manage relationships with key external stakeholders, including MPs, MSPs, MLAs and MSs, peers, and officials within UK & Scottish Government departments and other bodies, as well as the College's sister organisations.
- Together with the PR & Public Affairs Manager, develop, research and draft a PR & policy toolkit across a broad range of issues, with focus on the strategic priorities of the College.
- Proactively stay abreast of political developments and changing health policy.
- Provide information and analysis on parliamentary activities, and alert and advise the College on threats and opportunities arising on specific issues.
- Lead on the co-ordination of the College's written and oral evidence to Parliamentary committees, questions and consultations, alongside the Honorary Secretary and PR & Public Affairs Manager.
- Together with the PR & Public Affairs Manager, develop and deliver a strategy for the College's policy and public affairs activity. Oversee and manage high profile national policy projects and campaigns and monitor and evaluate the effectiveness of these projects using performance indicators and outcome measures.
- Brief, oversee and manage the day to day work of external agencies on public affairs campaigns.
- Represent the College on key policy forums and groups, at events and meetings.
- Ensure the College's policy and public affairs work is of a high standard and in line with strategic priorities.
- Lead on the creation, planning and development of the VOICE magazine.
- Gather, research and analyse data and information to support the development and delivery of policy statements and key messaging.
- Act as media liaison for the College by writing and distributing media releases, developing and maintaining good relationships with key media contacts, organising interviews with stakeholders and preparing briefing and debriefing notes. All media releases must be approved before distribution.
- Write briefings, reports, speeches, media releases, and news articles for a variety of audiences which should be approved before publication.
- Participate in College and intercollegiate working groups and communications platforms to support the development of messaging, positioning and implementation of coordinated campaign activity.
- Support the preparation and delivery of stakeholder events such as media training, hustings, fringe events at party conferences, public lectures, and breakfast meetings.
- Manage the contacts database of key political, media and stakeholder contacts.
- Report on political, media and social media engagement on key areas of interest and help to raise the College profile on key measures of success.
- Maintain up to date content on the College website's public affairs, news and policy pages
- Proactively engage with key stakeholders on social media channels to ensure the College position on key priority areas is visible and accessible.
- Any other tasks as directed.

Section 5 – Planning and Organising

The PR and Policy Officer will be required to manage multiple priorities and at times competing demands. Therefore, the ability to place a high emphasis on the need for quality and to plan carefully with input from the team is essential.

Section 6 – Decision-Making

The PR and Policy Officer will be required to work independently and will be expected to take personal responsibility for decisions with broad direction.

The role requires the ability to sort through priorities and focus energy into areas where it will have the most impact and add most value.

Section 7 – Knowledge, Experience and Skill Set Required

The post-holder will require the following:

- Degree qualified and/or relatable experience in public affairs, policy and/or communications
- Demonstrable experience of researching and analysing data to support the development of policy
- Demonstrable experience of report writing
- Experienced in writing and distribution of media statements and acting as media liaison to ensure successful positioning of articles and features on print and broadcast media
- Experience of parliament and politics, and a good understanding of health policy is desirable.
- Excellent writing and editing skills essential
- Demonstrable experience of planning, prioritising and managing multiple activities with high levels of attention to detail, ensuring deadlines are met
- Strong interpersonal skills in order to influence and interact effectively with a wide range of internal and external stakeholders
- Excellent IT skills including the use of databases and Microsoft Office
- Evidence of good and effective team working