Role profile

<table>
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<tr>
<th>Role title</th>
<th>Writer</th>
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<tbody>
<tr>
<td>Department and directorate</td>
<td>communications and policy</td>
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<tr>
<td>Grade</td>
<td>6</td>
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<tr>
<td>Reports to (job title)</td>
<td>Content manager</td>
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<td>Direct reports (job titles)</td>
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Job Overview – purpose of the role

Describe as concisely as possible the overall purpose of the job and what success looks like. Please limit this to a maximum of four or five sentences

– Create a range of digital and print content to inform and engage doctors and wider stakeholders and health audiences on developments and issues affecting all aspects of their working lives, with particular regard to BMA strategic priorities and developments
– Under direction of the content manager, generate ideas, research and produce news, features and analysis content for digital and print outputs, primarily, currently, the news and Doctor sections of the BMA website, regular editorial e-newsletters, the monthly Doctorprint magazine and social media outputs via channels such as Twitter and Instagram.
– Support member engagement components of influencing campaigns and other projects – such as content promoting BMA services and support - under the direction of the content manager
– Generate ideas, plan, commission and/or produce multimedia elements of digital content, including text, pictures, audio-visual and infographics, liaising with the multimedia officers in the production/publishing team
  - Produce content directly with or on behalf of BMA members to voice the views and policy positions of the BMA – through blogs or opinion articles or speeches for BMA hosted or external events

Duties and Responsibilities

What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)

Please provide a bullet point list

- ensure appropriate content is shown to a user in the right place and in the right format on the BMA website. Able to oversee new content and fit it into the Information architecture of the website
- regular assess and measure performance and user feedback of content – through a mixture of quantitative and qualitative research as well as techniques such as A/B testing
- audit and review content with key stakeholders and plan future iterations of content and sections
- working collaboratively across the engagement & communications directorate on wider influencing campaign to increase member engagement as well as activities to maintain the reputation of the BMA
- Oversees and owns content topics on the website
- Works in an agile way and can iterate on their work using analytics and user research
- Able to have an overall perspective on business issues, events, activities and an understanding of their wider implications and long-term impact

Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people’s IT problems, collecting information on key research items or advising members on a particular issue.

- Educated to a minimum of degree level with relevant professional qualification or equivalent relevant professional experience
- Demonstrable journalistic experience, with the ability to use clear, precise and engaging language to explain complex medico-political issues in an accurate and concise way, translating jargon into plain English, and meet daily copy deadlines - ideally with experience of applying these skills effectively for digital channels
- Strong interviewing skills, with the ability to gain the confidence and respect of members and senior figures, including medico-political leaders and policy makers
- Excellent news sense and judgement, with the ability to identify the most relevant and timely issues with which to engage members
- The ability to translate policy positions into clear, jargon-free language, gauging their relevance, sensitivity and timeliness, and building strong relationships with members and staff across the BMA
- Legal skills and a thorough and up-to-date understanding of current libel, contempt, privacy and copyright law as it affects print, online and social media content.
- IT skills, including content management, word processing, email, photo handling and social media tools
- Multimedia skills to produce podcasts/video clips, commission pictures and infographics, and write for all platforms (including the web, tablet, mobile)
- Experience in using social media channels to promote content, source content ideas, build expertise and presence around professional topics and to engage directly in relevant discussions
- Strong understanding of the needs of different BMA audiences such as grassroots members and activists, the four nations of the UK, the larger and smaller branches of practice and different professional groups, adapting content to reflect their interests and priorities
- Strong research skills
- Shorthand (60-100wpm)
- Good knowledge of the health sector and current affairs
### Intellectual demands (complexity and challenge)

**What sorts of problems, situations or issues are typically dealt with?** Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

Generate ideas, plan, commission and/or produce multimedia elements of digital content, including text, pictures, audio-visual and infographics, liaising with the multimedia officers in the production/publishing team.

- Attend meetings, press conferences and external events to identify, record and interpret subject matter for member engagement purposes.
- Upload content, where appropriate, in liaison with the senior production editor, production editor and email editor.
- Keep abreast of current affairs, medico-political issues and BMA activities.
- Contribute to other member engagement outputs, including newsletters, as required.
- Good awareness and understanding of Communications & Policy directorate business objectives and relevance to his/her work.

### Judgement (independence and level and impact limitations)

**What are the typical decisions that are made in the job without reference to any higher authority?** What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Use of time and resources as per agreed work
- Idea generation
- Decision on who to contact for research and article generation
- Consequences can include on the wider capacity and workload of the rest of the content team depending on how much of the writer’s output is published online or in print.

### Use of resources (supervision of resources and influence)

**What responsibility is there for managing people, equipment, budgets, resources, customer’s welfare or confidential information?** If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

**How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?**

- Team member responsible for member-facing content outputs
- Oversees and owns specific content topics
- Works with stakeholders in the business who are based in those topic areas to create content
- Understands the topic area content to be able to explain issues or provide information to audiences.
**Communication (level, internal and external demands and significance)**

*What people are typically contacted (regardless of the medium) inside the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder outside of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

- Work with stakeholders across the organisation who are subject matter experts
- Be able to work and collaborate within a multi-disciplinary agile team across digital, product and communication disciplines
- Engage members and non-members, including where appropriate in person, for work such as user testing

**Physical demands & coordination (physical effort and mental strain)**

*Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?*

**Working conditions and emotional demands**

*What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?*

**Values and behaviours**

The post-holder is expected to execute their role in line with our five organisational values.

The following examples illustrate how we are using our values to inform how we act:

**We are leaders because:**
- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

**We are experts because:**
- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

**We are committed because:**
- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

**We are reliable because:**
- We deliver on what we say we will do
- We are accessible and approachable
– We build trust by being consistent and supportive
– We are positive and decisive whatever the situation

We are **challenging** because:
– We fight, ethically and fearlessly, for the interests of all our members
– We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

### Sign-off

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<th>Manager:</th>
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