

Role profile

Role title	Communications Officer – media, social media and campaigns
Department and directorate	BMA Scotland
Grade	Grade 6
Reports to (job title)	Media and Public Affairs manager
Direct reports (job titles)	Not applicable

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***

As the Communications officer: media, social media and campaigns (Scotland), the post holder will work as part of a busy communications and public affairs team assisting with the delivery of BMA Scotland internal and external communications, and other member communications to inform and engage doctors on developments and issues affecting all aspects of their working lives, with particular regard to BMA priorities and developments. This role will work on day-to-day media relations, focus on planning and delivering content for social media channels and working across the BMA in Scotland to deliver co-ordinated multi media and member led campaigns on a range of areas.

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

- Provides and delivers tactical media and PR advice and support to BMA committees or departments and, at times, individual chairs or elected officers, including preparing media content and implementing activity.
- Write press releases, articles and letters for publication, blogs, tweets, emails and website content.
- Deal with media calls and provide BMA comment, to journalists for publication and provide background information/briefing material as appropriate.
- Setting up and/or supervising media interviews for BMA Scotland elected members and providing interviewees with advanced briefing where necessary.
- Identify media opportunities to promote key BMA issues or policies, or to represent the views of the medical profession, including to support BMA Scotland campaigning activity on behalf of members.
- Liaise with media colleagues at the BMA at a UK level, particularly on issues where a UK media response is required.
- Assist with planning content for the BMA Scotland blog, including drafting and uploading to the Scottish blogsite.
- Assist with planning and production of email communications direct with members
- Working with colleagues on the BMA Comms and Policy team, help to design, produce and deliver campaigns to influence stakeholders, politicians and the media in order to deliver clearly defined aims in line with members priorities.

Duties and Responsibilities

- Oversee the planning of, production and delivery of strategic social media content in line with key priorities and high level messaging – including to support BMA Scotland campaigning activity on behalf of members.
- Evaluate and assess the effectiveness of campaigns across all channels to ensure BMA Scotland is effectively communicating with and engaging stakeholders, members and the media.
- Support the work of public affairs within BMA Scotland – co-ordinating and attending meetings with stakeholders and politicians to support members as per plans set out by public affairs lead and team leader and provide background information/briefing material as appropriate.
- Work out of hours as part of an on-call rota to respond to media queries and social media issues where required.
- Any other duties as reasonably directed

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.

- Graduate and/or equivalent previous experience in areas covered by the role.
- Good working knowledge and understanding of the NHS structure and major NHS issues, together with an understanding of the role and function of the BMA.
- Strong planning and organisational skills and ability to prioritise and manage own workload effectively, dealing with competing priorities to deliver results within agreed timescales with minimum supervision.
- Ability to think analytically and strategically and take a longer-term perspective.
- Ability to contribute to the direction and development of specialist areas of work.
- Well developed interpersonal skills, including excellent written and oral communication skills in all aspects of the job.
- Highly developed ability to gather, assimilate and analyse information.
- Ability to influence others effectively (using different mediums) in order to represent BMA Scotland's position internally or externally.
- Ability to identify, build and maintain effective relationships with both internal and external colleagues and organisations.
- Political awareness of the implications of policy or contract developments in Scotland which may have implications for other parts of the BMA.
- Flexibility to respond effectively to the often unpredictable nature and intensity of media and social media work and willingness to support others in their roles.
- Ability to work as part of a team – sharing knowledge and information with colleagues and identifying areas for cross departmental working.
- Personal resilience – occasionally comes into contact with challenging members – and challenging media situations
- Good news sense and judgement and ability to interpret information and know what makes a story newsworthy and relevant to the BMA's position.
- Good interpersonal skills with ability to negotiate with diplomacy and awareness of the BMA political agenda in terms of media relations and influence on others.
- Good knowledge of the Scottish media environment – across broadcast and written outlets.
- Sound knowledge of social media and how to deliver comms across these channels.
- Good knowledge of Scotland's political environment and the Scottish NHS and how it operates.
- Strong experience of operating social media channels in order to represent the organisation effectively and engage with key stakeholders – including members.
- Experience and knowledge of delivering and planning campaigns across media and social media in order to deliver clearly defined goals and tangible results

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).

- Required to assimilate, interpret and analyse large amounts of information from a variety of sources, using own judgement and knowledge to produce a coherent and well-argued position.
- Appreciates the sensitive nature of issues and has strong political insight in handling these, recognising both the internal and external impact.
- Ability to prioritise and manage own workload effectively within broad parameters set by line manager and sometimes within tight and/or competing deadlines.
- Skills to translate BMA jargon into plain English for BMA members and the media to convey the essence of an issue.
- A degree of risk management is required, for example limiting the damage of potential stories or responding to negative publicity, to help protect and maintain the BMA's and doctors' reputation.
- Able to, often to tight deadlines, produce comms materials, such as lines to take, member emails, news releases that reflect the priorities of the BMA, defend its reputation and inform members of key developments.
- Ability to think strategically in order to develop and deliver campaigns across media and social media, working with Public Affairs colleagues.
- Able to understand and operate effectively across social media channels – including the benefits advantages and disadvantages of various channels.
- Up to date with trends across media and social media and has the ability to plan communications to target audiences and to deliver specific, agreed aims.

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)?

- Deputises for immediate managers as appropriate.
- Works with limited day to day supervision, although the role requires the ability to judge when it is appropriate to seek advice from line manager and/or discuss possible actions or solutions to problems, since there is the potential for reputational damage and negative publicity if sensitive matters are not handled appropriately.
- Clearance procedures must be followed on public statements, e.g. press releases, articles or letters.
- The post holder will use their news judgement when considering the appropriate response and approach, and when giving professional advice on tone, content and direction. This may involve seeking to limit any potential damage or change direction of the enquiry.
- The role requires tact and diplomacy and the ability to adapt style of communications depending on the audience to be influenced. There may be occasions where in absence of an established policy line, the post holder must advise on reaching the most appropriate line to take. They must also be perceptive to internal conflict or tension and be able to judge when to seek advice or refer upwards.
- The role requires a proactive approach in identifying opportunities and communicating to BMA committees how media objectives can be achieved. One of the key challenges of a media role is to react immediately to announcements/news stories that affect the position or reputation of the BMA, or its members, or which provide an opportunity to present the BMA's views.

Judgement (independence and level and impact limitations)

- Able to use judgement to work with public affairs colleagues to deliver co-ordinated messaging across media and social media.

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?

- Awareness and implementation of BMA policy such as committee expenses policy, role and responsibilities of committee members, paperless working etc.
- Needs to be aware of budgets and expenditure when organising meetings or events requiring expenditure.
- Has key responsibility for managing relevant BMA website pages, ensuring content is presented clearly and effectively.
- For media work, this role has responsibility to work within the comms team on long, medium and short term planning of media and social media activities. This may require working with other members of staff or elected officers to plan ahead and agree priorities. Includes a mix of creating and implementing media materials, responding to new Government announcements or informing members of key developments.
- Set up and co-ordinate media interviews for elected members, briefing materials may also need to be prepared to support those interviews.

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?*

What is the purpose of these contacts, eg conveying information, gathering data?

- Contact with the wider BMA membership via the BMA website, newsletters and e-newsletter to communicate information, guidance and advice effectively and clearly to raise the profile of BMA's work on behalf of its constituents.
- Regular contact with, and feedback to, the line manager and other senior managers as appropriate
- High level of internal communication when creating and coordinating social media content and contributing to and developing communications plans and ensuring an appropriate mix of content is shared.
- Liaison with the social media team in BMA England / other teams as appropriate.
- Regular contact with and requirement to develop relationships with media – across broadcast and written press to pro-actively develop and deliver key BMA messaging.

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?

- Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.

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?

- The job is conducted in a normal office environment and is not exposed to hazardous conditions or anti-social behaviour.
- Ability to respond to tight timescales and unpredictable pattern of the workload as required.
- Is required to work out with office hours as part of the on call media rota and to accommodate attendance at conferences, dinners and meetings or events.

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

Manager:

Date:

Role holder:

Date: