Role profile

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| **Role title** | Project Manager (Support Your Surgery) |
| **Department and directorate** | Communications and policy |
| **Grade** | 5 |
| **Reports to (job title and name)** | Head of Strategic Communications |
| **Direct reports (job title and name)** | N/A |

| **Summary – purpose of the role** |
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| *Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z)* |
| The project manager is responsible for overseeing the ongoing running, co-ordination and reporting of the BMA’s Support Your Surgery campaign specifically:   * Delivering on the current objectives established for the campaign. * Working with other BMA teams including the media office, social media, content and audience, policy functions and strategic communications on the development of new ideas and initiatives to enhance the campaign amongst external and internal audiences. * Managing the relationship between the BMA (its staff and GPC) and external agencies providing digital marketing and public relations campaign support * Ensuring the project is executed in line with industry standards and best practice. Setting up project files and records, and maintaining them in line with current BMA practice and procedures * Monitoring progress against all activities in project plans, identifying and recommending adjustments where necessary to ensure successful completion of the project on a regular basis to ensure that it meets the project standards * Providing regular progress reports to senior managers and the BMA’s General Practitioners Committee and Executive as key internal stakeholders * Managing the project risk, including identifying risks as they emerge and working with senior managers to identify mitigating actions * Ensuring that the project deliverables are on time, within budget and at the required level of quality |

| **Skill (level and breadth of application)** |
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| *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 degree level or qualified by relevant experience * Excellent campaign planning and organisation skills, with evidence of successfully managing complex pieces of work * Well-developed critical thinking, problem-solving, and analytical skills * Highly effective communication and interpersonal skills, with the ability to work with stakeholders at all levels * An understanding of project management disciplines, methods and standards * Able to work in a fast-paced environment, with minimal supervision * Detail-oriented and driven to find the right solution to address issues, problems or opportunities * Able to effectively facilitate meetings and workshops * Excellent IT skills with high levels of accuracy – including advanced knowledge of MS Excel and MS Word and ability to create documents, tools, forms and analyse complex data * A diplomatic approach with excellent relationship management skills in order to resolve issues and achieve a sensible outcome * An adaptable and practical approach to work with the ability to work under pressure |

| **Intellectual demands (complexity and challenge)** |
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| *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).* |
| * Assessing problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem. * Working with senior staff and senior elected members of the BMA, including producing written reports, chairing meetings, assessing work produced by others is in line with pre-agreed strategy * A positive mindset in influencing others to achieve the required outcomes * The role holder is expected to work independently, within agreed framework and to agreed standards * Work cooperatively and effectively with others to achieve project objectives, resolve problems, and make decisions that enhance project effectiveness |

| **Judgement (independence and level and impact limitations)** |
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| *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)?* |
| * The role holder will be expected to make decisions independently but also to maintain good communication with senior managers and consult with them where necessary * Identify options for addressing project issues, risks and opportunities and make recommendations about the most appropriate course of action * Provide advice and guidance on project planning and implementation to the workstream leads |

| **Use of resources (supervision of resources and influence)** |
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| *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?* |
| * The project manager does not have any line management responsibility, but will manage delivery of this project alongside the Head of Strategic Communications. * They will report on a day-to-day basis to the Head of Strategic Communications, but will be expected to exercise their judgement in relation to the way issues and problems are resolved * The project manager is expected to have – or very quickly develop – specialist knowledge and skills in the area of project planning and management, and will need to be perceived as expert by other project stakeholders * The project manager may be exposed to some sensitive information or data and will be expected to maintain absolute confidentiality at all times |

| **Communication (level, internal and external demands and significance)** |
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| *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?* |
| There will be:   * Daily communication with direct line managers and colleagues working on aspects of the project * Regular communication with the GPC Executive * Regular communication with the Director of Policy and Comms and heads of departments * Communications with the BMA’s General Practitioner Committee |

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

| **Working conditions and emotional demands)** |
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| *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 role will be based at BMA House in normal times, however we are currently working from home, flexibility will be provided on place of work but as time progresses requirement to attend BMA House will be required. |

| **Values and behaviours** |
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| The post-holder is expected to execute their role in line with our five organisational values. These are currently being translated into behavioural indicators that will form part of our new performance management process.  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 |