

Role profile

Role title	Strategic communications officer
Department and directorate	Strategic communications, Engagement and communications
Grade	BMA London 6
Reports to (job title)	Strategic communications manager
Direct reports (job titles)	

Summary – purpose of the role

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 strategic communications officer will support the strategic communications team to ensure effective, integrated planning, prioritisation, delivery and evaluation of communications & engagement projects and support. In addition to supporting individual projects, this role will provide administrative support to ensure the smooth running of the team.



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.

- Good written and verbal communication skills, with the proven ability to write cogent, succinct internal project reports
- Strong data management skills, with the proven ability to analyse sets of data and use a range of techniques to present findings in the most effective way (including producing monitoring data or evaluation reports)
- Good interpersonal skills, with the ability to communicate and persuade, and the necessary tenacity to follow up on agreed actions with relevant colleagues. This role requires a proactive approach, with strong influencing skills
- Good financial skills, with experience of supporting budget management
- Excellent IT skills, with the proven ability to use spreadsheets, databases etc
- Experience of project management and support
- Good research skills, including evidence gathering and monitoring
- Accuracy and eye for detail, particularly of relevance when monitoring or analysing data
- Ability to prioritise, manage own workload effectively and deal with multiple projects and tasks in parallel
- Ability to work independently, proactively identifying when to seek support
- Interest in health policy and the challenges and opportunities facing the health and other public sectors

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).

- Provide project management support and co-ordination on specific projects (including influencing campaigns) and/or activities which require oversight, co-ordination and/or a strategic approach
- Develop and manage action plans and timelines for specific projects, including reporting on progress, following up on deadlines and managing delays
- Monitor project budgets
- Co-ordinate the evaluation of specific communications projects (including influencing campaigns), including gathering and analysing information to measure the achievements/success of particular projects.
- Produce communications content and materials for projects and other relevant activities
- Provide support and co-ordination on management and business planning for the communications & engagement directorate
- Provide administrative support for specific projects, including arranging project team meetings, producing notes of meetings and action plans, preparing papers, liaising with project team members and any external agencies, and processing invoices
- Good awareness and understanding of Communications & Engagement directorate business priorities and their 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)?

- Have responsibility for the engagement & communications directorate planning and activity grid, identifying and tracking internal and external activity and events, identifying bottlenecks in resourcing and horizon scanning for relevant external activity
- Keep abreast of key health policy and political developments, identifying and capitalising on opportunities to promote the BMA's influence and impact

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?

Support the strategic communications and individual projects by providing planning, project management and evaluation systems

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?

- Regular communication within the immediate team, across the engagement & communications directorate and across the organisation on relevant projects to support effective planning, prioritisation, delivery on time and to budget and evaluation. This entails briefing colleagues on key issues and projects, both cross-directorate and across the organisation
- Regular contact with staff working in other departments, committee members and representatives. Liaising with heads of departments, SMT or chief officers depending on the issue.
- Contribute to effective working and collaboration with the BMA's offices in the other UK nations

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. The role contains minimal personal risk.

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: