

Role profile

Role title	Public affairs officer
Department and directorate	Public affairs; Communications and policy
Grade	Grade 6
Reports to (job title)	Head of public affairs
Direct reports (job titles)	N/A

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)

With a sound knowledge of the workings of government and parliamentary procedure, the public affairs officer will support the public affairs team in providing a timely, high-quality and professional public affairs service to deliver the BMA’s aims and objectives.

This includes communicating BMA policy to parliamentarians and stakeholders on a national and regional basis. Responsibility for the public affairs inbox and disseminating information on political developments internally through our parliamentary monitoring service. Preparing briefings for senior colleagues for key meetings, producing timely summaries of debates and committee sessions. Maintaining good records of interactions with stakeholders. Playing a key role in co-ordinating the presence of the BMA at the political party conferences.



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
- Previous experience in a parliamentary, political or public policy environment
- Excellent communication skills, both verbal and written
- Excellent political awareness and keen interest in politics
- Strong research and analytical skills
- Good interpersonal skills with ability to act with diplomacy and awareness of the BMA political agenda
- Ability to prioritise and manage own workload effectively but also to be flexible and adapt/respond to emerging issues, short deadlines and other demands or challenges
- Knowledge of legislative procedures and policy making processes - across national, regional, local and devolved government and European institutions
- An understanding of health policy issues and the challenges and opportunities facing the health and other public sectors
- Ability to quickly understand emerging issues and their relevance to the BMA and our members

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).

Support the public affairs team to develop and maintain relationships with key stakeholders in Westminster and Whitehall, particularly MPs and peers with an interest in health, and other national, regional, local and EU stakeholders

Research and develop briefings for stakeholder meetings at request of head of public affairs and senior public affairs officers

Produce parliamentary briefings and submissions

Supervise the public affairs monitoring service, providing daily monitoring support and research material, including monitoring Westminster, European institutions, and other relevant external stakeholders

Cascade monitoring information throughout the organisation

Collate information from a range of public affairs sources for circulation to senior BMA members, relevant colleagues in the Engagement & Communications directorate, policy directorate and the wider BMA - including summaries of relevant bills, reports, debates etc.

Provide analytical support to the public affairs team, including collating data on parliamentary/public affairs activity/performance

Provide public affairs support to BMA regional council requests

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)?

- Under the direction of the head of public affairs, provide public affairs advice and support to chief officers, senior managers, committees and departments, including developing and delivering public affairs plans
- Autonomously respond to routine public affairs requests, providing stakeholders with background information/briefing material as appropriate
- As part of the public affairs team, provide specialist input to specific projects (including influencing campaigns) managed by the strategic communications team. This includes providing advice, developing and delivering public affairs strands for specific projects
- Independently maintain good records of activity and engagement, such as correspondence logs and contact management
- Ensure relevant political developments are cascaded and highlighting to relevant colleagues and elected members

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?

- Maintain the day-to-day interaction with our public affairs monitoring agency
- This post includes aspects of a support role and specialist public affairs advisor

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?

- The post holder will be regularly contacted by the offices of MPs and Peers as well as stakeholder organisations.
- The post holder will be contacted by and will contact elected members of the BMA and colleagues across all departments of the BMA with requests for information
- Act as an ambassador for the public affairs team internally and externally

Communication (level, internal and external demands and significance)

- Compile and circulate weekly stakeholder activity/intelligence report through liaising with colleagues across the organisation
- Liaise with public affairs colleagues in the other nations of the UK

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 role is office based at BMA House, London.
- The job is conducted in a normal office environment and is not routinely exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.
- There may be the occasional requirement to work during a weekend, or in the evening for events such as the political party conferences.

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: Will Hardy, Head of Public Affairs

Date: September 2023

Role holder:

Date: