

Role profile

Role title	Junior Media Officer
Department and directorate	Media and News Relations, Communications and Policy Directorate
Grade	8
Reports to (job title)	National News Lead and Regional News Lead
Direct reports (job titles)	N/A

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

- The purpose of the role is to provide support to the media team in day-to-day activities with some requirement for data analysis and reporting and research.
- This is a junior role with the aim of providing specific support to the day-to-day outputs and undertaking specific task for the National News Lead and the Reginal News Lead within the team.
- There will be opportunities to learn and develop media and PR skills such as writing, media relations, and drafting briefings.
- The role will interact with members, often at a regional level and it will help to develop media relations at a regional/activism level.

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

- To support the National News Lead and the Regional News Lead in undertaking data and case study research tasks and drafting press comments and letters.
- Analysis and reporting of the BMA's media coverage at a national a regional level.
- To provide support to the wider media team in helping triage media inquiries using established protocols, gathering data for briefings, drafting press releases and comments.
- 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.

- Educated to a minimum of degree level and with one to two years relevant professional experience in a large membership organisation or health related organisation.

Skill (level and breadth of application)

- Good communication skills, both verbal and written, with a developed ability to write material for external media channels and to suit a variety of audiences.
- Good working knowledge of the media and how it works.
- Good news sense and judgement and ability to interpret information and know what makes a story newsworthy and relevant to the BMA's position as a professional association and trade union.
- 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 understanding of health-related issues and policy and the challenges and opportunities facing the health and other public sectors.
- Ability to analyse relatively simple data and turn it into accessible and interesting reports.

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 media and public relations support to senior staff in the Media and News Relations team, including developing and delivering media plans.
- Liaise with colleagues in policy and other relevant departments to source and check data and support publication of reports.
- Draft press releases and articles for publication, research and set up broadcast interviews and promote these to the media, under supervision of more senior team members.
- Assist the head of media and senior media officers with media activity including finding background information, setting up or supervising interviews or supporting on a specific story.
- Good awareness and understanding of Communications and Policy directorate business priorities and their relevance to their 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)?

- Identify media opportunities to promote key BMA policy positions, campaigns and services.
- Deal with routine media calls and use judgement to appropriately triage them.
- Use established software to develop analysis of BMA media coverage and impact.
- Work, under the supervision of senior team members to help develop media campaigns, draft comments and press releases.

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 media team by managing media systems and information services – including media support, media monitoring and analysis and media information systems.
- Liaise with media colleagues in the BMA's offices in the other UK nations, particularly on issues where a UK media response is required.
- Support the delivery of media training courses for BMA members, including administrative arrangements, technical support and contributing to the practical training.

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 Junior Media Office will have regular contact with national and regional journalists to assist the facilitation of media activity.
- They will have contact with regional elected members and wider 'grass roots members' on occasions, working under the supervision of more senior team members.
- Regular contact with staff working in other departments, committee members and representatives to source research material and data.
- Some limited, but direct contact with their counterparts in other stakeholder organisations such as Royal Colleges, NHS England and think tanks.

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 a hybrid working environment, limited requirement to engage in lifting/carrying/other exertion.
- Extensive VDU computer/laptop usage.
- Long periods of time working with text and data.

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 hybrid working environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.
- Enquiries can be challenging, emotional, or confrontational from time to time. They will work to a shift pattern which is within normal working hours. They will not be part of the on-call rota.

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: