

Role profile

Role title	Senior Public Affairs Officer
Department and directorate	Public Affairs. Policy and Communication
Grade	5
Reports to (job title)	Head of Public Affairs and International
Direct reports (job titles)	NA

Job Overview— purpose of the role

Describe as concisely as possible the overall purpose of the job and what success looks like.

To plan, lead, and deliver the public affairs activity on behalf of our members —shaping political engagement, influencing parliamentary and stakeholder audiences, and promoting the BMA's policy objectives. The role ensures the organisation maintains a strong, credible presence in Westminster and beyond, through strategic lobbying, stakeholder relations, and effective communication.

Duties and Responsibilities

- In designated areas, and under management of Head of Public Affairs, plan and lead the BMA's work to influence parliamentary and stakeholder audiences and achieve the required objectives of the organisation.
- Identify, organise and attend meetings with elected BMA representatives and politicians.
- Keep abreast of key political and health policy developments, and pro-actively identify public affairs opportunities to engage with stakeholders to promote BMA policies and influencing priorities. This includes lobbying MPs, peers, and other stakeholders.
- Produce a variety of written communications, for example, parliamentary briefings, select committee submissions, responses to legislation, web copy, PQs, and debate summaries.
- Regularly liaise with parliamentarians and other stakeholders through a diverse range of communication channels and maintain excellent relationships.
- Represent BMA policy externally at stakeholder meetings and pro-actively identify opportunities for joint working with comparable organisations.
- Plan and oversee organisation of meetings and functions involving MPs, peers and other stakeholders, including the BMA presence at party conferences.
- Lead on development of content and updates on public affairs activities for members.
- Lead integrated communications projects with a significant public affairs angle, liaising with communications colleagues in the wider directorate.
- Liaise with communications staff in devolved nations, and BMA regional staff, keeping them up to date with legislative changes and political developments which may affect them.

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.

- Professional experience of parliamentary activities, including the direct lobbying of parliamentarians and politicians. Having worked in Parliament would be desirable experience.
- Proven ability of developing and delivering effective public affairs campaigns and achieving clear policy influencing objectives.
- In-depth knowledge of legislative procedures and understanding of policy-making processes and lobbying opportunities.
- Established contacts with parliamentarians and their staff across all parties, and stakeholders.
- Excellent political awareness.
- Good understanding of health-related policy and trade union functions.
- Excellent verbal and written communication skills for a variety of communication outputs such as parliamentary briefings, senior level correspondence and internal documents.
- Ability to demonstrate tact and diplomacy, influencing and negotiating skills in dealing with politicians and their support staff, internal and external stakeholders.
- Excellent research and analytical skills (e.g. analysing legislation and policy documents).
- Ability to prioritise and manage own workload effectively including the organisation and planning of work.
- Ability to adapt and be flexible to emerging situations.
- IT literacy in Microsoft Office.

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).

- Often swift understanding of complex developments is required. The individual must be able to analyse and provide advice on appropriate action and responses on, for example, legislation and political developments, translating complex information into easily understandable language is, therefore, required.
- There is a strong requirement in the role to initiate ideas and create public affairs strategy that is in line with the BMA's objectives and that takes in to account the external environment and the positions of other stakeholders.
- Ability to build relationships and advise colleagues and BMA representatives is pivotal.
- Political awareness is needed to assess problematic situations in a public affairs environment and, if possible, prevent them from arising by proactively taking necessary actions.

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

Judgement (independence and level and impact limitations)

of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- The role has a high degree of autonomy with supervision where appropriate. Any external briefings or other content for wider distribution will be cleared by the Head of Public Affairs.
- The post holder needs to demonstrate the ability to balance often competing priorities and to respond flexibly to the demands of the parliamentary timetable and organisational priorities.
- The role requires a proactive approach in identifying public affairs opportunities.
- Personal autonomy and grasp of policy area is required along with persuasive skills with members, colleagues and stakeholders.
- The role requires a high degree of tact and diplomacy and the ability to adapt style of communications depending on the audience to be influenced.

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?

- Will have a role leading colleagues on specific issues and activities to achieve required objectives, for example, leading a legislative 'bill team', the role has responsibility for major policy areas and lobbying on behalf of BMA branch of medical practice committees.
- Co-ordinating with others within the communications directorate and across the wider BMA (e.g. the policy directorate) to initiate, plan and deliver on organisational priorities through public affairs and wider engagement and communication department outputs.
- No general budgetary responsibility, but may have specific responsibility for an area of expenditure e.g. political party conferences or parliamentary events but all financial decisions are cleared by the Head of Department.

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?

Communication (level, internal and external demands and significance)

- The Public Affairs team is responsible for initiating, maintaining and coordinating engagement with parliamentarians and as such the role requires regular contact with politicians, their staff and stakeholders.
- The post holder must, therefore, be confident in their ability to act as an ambassador for the organisation in a variety of situations eg, phone calls with MPs, stakeholders, meetings with external organisations, ministerial meetings.
- Regular contact with staff working in other departments, committee members and representatives. Liaising with heads of departments, SMT or chief officers, and elected members.
- Direct communication with other external audience, including the public, through website content and social media outlets
- Proactive contact with parliamentarians (lobbying them to promote BMA policies; identify legislative opportunities; produce appropriate briefing material to politicians in a persuasive manner).
- Regular contact with outside organisations such as think-tanks, medical royal colleges, other trade unions and patient groups where necessary (to network with such organisations to establish areas of joint working to further the BMA's policies on appropriate work areas).
- Communicate political developments across the organisation.
- Provide political advice to senior colleagues and elected members.

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?

- Extensive VDU usage

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 mostly conducted in a normal office environment. There may be the occasional requirement to work during a weekend or an evening. There is also occasional travel such as for the political party conferences or a regional meeting. The role contains minimal personal risk.

Values and behaviours

The post-holder is expected to execute their role in line with our four organisational values.

The following examples illustrate how we are using our values to inform how we act:

We Campaign, Organise and Represent

- We win positive changes at work and in wider society
- We are the trusted collective voice of our profession, seeking progress for doctors, medical students, our patients and populations

We are accountable and member-led

- Our representatives and staff work in partnership for and on behalf of our members
- We are open and democratic

We are expert and trusted

- We grow professional communities of practice to provide credible information, guidance and support
- We use our influence to champion advancement, innovation and professional development for the benefit of health and society

We find strength in unity and celebrate our diversity

- We seek to be fair and just, and foster respectful discussion of our differing (potentially conflicting) perspectives and contributions
- We fight prejudice and discrimination of all kinds
- We are committed to creating a culture that is inclusive of all members and staff
- We extend solidarity to each other and other groups

Sign-off	
Manager: Will Hardy	Date: November 2025
Role holder:	Date: