

Role profile

Role title	Head of Creative Content
Directorate	Communications, Growth and Campaigns
Team	Creative Content
BMA Grade	Guide
Location	BMA House
Decision Making level	High level autonomous decision making with accountability for outcomes.
Budget responsibility (Y/N)	Y
Reports to (job title)	Director of CGC
Direct reports	Y

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 postholder is the BMA's lead specialist for content production, responsible for leading the BMA's work to deliver excellent written, multimedia, design content across all platforms and channels and channel management for web and social.

The postholder is responsible for strategic decisions by the BMA about how to develop content to meet the organisation strategy, including in relation to growth, campaigning and organising.

The postholder is responsible for ensuring effective tracking of content production costs and for operating an effective prioritisation system which manages the demands for content and ensures resources are aligned to priorities.

The role provides UK-wide services directly to members across all regions and devolved nations.

All colleagues are expected to align their work with the organisation's corporate strategy, ensuring their decisions, priorities and ways of working actively contribute to our long-term goals and strategic outcomes.

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

- Develops and owns delivery of the BMA content strategy, including setting and tracking KPIs and ensuring value for money.
- Leads the transition to a digital first model of content production

Duties and Responsibilities

- Line management of direct reports, including being responsible for leave planning and authorisation to ensure adequate cover is available at all times.
- Provide clear leadership to direct reports by setting their objectives, monitoring performance, and conducting regular reviews, to support and enable staff development.
- 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, e.g. 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, e.g. resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Sector-leading, senior experience of leading and delivering innovative content in a multi-channel environment in the context of mass membership/ customers.
- Delivery of member/customer communications in a complex, national organisation with multiple Stakeholder groups, ideally in a professional/membership environment.
- Experience of leading-edge digital marketing techniques, digital content production, campaigning.
- Experience of leading the adoption of new technologies, including evaluation, financial planning, operational delivery.
- This role requires a significant breadth of experience, skill and vision, particularly in managing successful change from print-led to digital-led communications and the adoption of new technologies such as AI.
- Proven experience of leading complex projects with multiple stakeholders.
- A successful track record of managing and motivating multi-team functions, supporting them to deliver business objectives.
- Demonstrates leadership values and behaviour which support collaborative working and are in line with BMA expectations.
- Excellent verbal, written, editing and presentation skills.
- In-depth knowledge and experience of prioritisation and using metrics to evaluate content performance against investment.
- Good understanding of production processes, with working knowledge of media law and data protection law.
- Strong business and financial skills, with experience of budget planning, forecasting, time and record keeping and financial management.
- Strong interpersonal skills, with demonstrable experience of achieving results through influence and persuasion, particularly with members and senior colleagues.
- Sector-leading awareness and understanding of trends, technology and developments in content strategy and publishing, digital marketing, measurement and metrics.
- Good understanding of the challenges and opportunities facing the health and public sectors.
- Knowledge and experience of the techniques and systems for evaluating content development and delivery across a range of channels.
- Political management and delivering operational change in politically complex environments and organisations.

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 (e.g. 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 (e.g. adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Industry-leading expertise in content development and delivery across all areas of the BMA.
- Industry-leading expertise in the membership experience and strategies to grow and retain members and campaign effectively.
- The role holder will face issues that require investigation, analysis and be solution focussed.
- The role holder will lead VFM analysis and recommendations relating to product development.
- The role holder will develop, pilot and implement new solutions to problems and complex issues without external support.
- They will create clarity for others to make decisions.
- They will use and combine different resources to come up with effective solutions.
- The role holder will co-ordinate activities across different directorates.
- The role holder will require creative thinking, deep insights and understanding of new technology and innovations.
- They will require an up to date understanding of new industry trends and resources.

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 (e.g. expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (e.g. 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 (e.g. what impact does the decision-making have on the performance of the team/section/department/organisation)?

- The role holder will lead outcomes of work and mission critical objectives for the BMA as a whole
- The role holder will manage mission-critical risks for the BMA as a whole.
- The role holder will develop strategies to improve business performance against mission critical strategic objectives.
- The role holder will set targets, objectives and set the standards of the wider BMA.
- The role holder will set objectives and lead on the development of guidelines which are pan-BMA.

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, e.g. staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, e.g. support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Role is a head of, responsible for the resources and delivery of the team.
- The role holder manages three teams encompassing multimedia production, copywriting and design and digital and social content.
- The role holder will plan and optimise the work of others and will monitor against a strategic and operational plan.
- The role holder will ensure effective use of resources including establishing new systems for tracking activity against commissioners and engaging with committees and teams to effectively manage limited production budgets.
- The role holder will have budget management responsibility ensuring spend is within a defined budgets and aligned with organisational priorities.
- The post holder will be the key member of staff responsible for recommending which content is value for money.

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, e.g. 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, e.g. 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, e.g. conveying information, gathering data?

- The role will develop and build relationships on a long-term basis for mutual benefit.
- The role holder will have a major impact on relationships with stakeholders, members, clients, suppliers and third parties.
- The role will seek influence even where there is no direct authority.
- The role will develop relationships and communicate with a range of individuals internally and externally.

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
- There will be normal physical demands typically associated with an office environment and there may be limited requirement to engage in lifting/carrying or other exertion using specialist equipment.
- There will be a requirement to use technology and systems as provided or as recommended by the BMA.
- The role holder may be required to travel in order to carry out the role, in line with BMA policy. Attendance to support meetings at a variety of locations could be required

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?

- There are internal health and safety policies and guidance to be followed and adhered by the role holder. These policies apply both in the normal office environment and when visiting other locations in the execution of duties.
- The job is typically conducted either in a normal office environment, home location, or external location as required to carry out the role and is not considered to be exposed to hazardous conditions or extreme anti-social behaviour (which should be reported through the appropriate internal channels).
- There may be times where the role holder is involved with a case/member contact that involves challenging situations. Concerns must be raised through the appropriate internal channels to ensure support is given to the role holder as required

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:

Date:

Role holder:

Date: