

## Role profile

<b>Role title</b>	<b>Campaigns Copywriter</b>
<b>Department and directorate</b>	<b>Strategic Communications, Communications &amp; Policy</b>
<b>Grade</b>	<b>Grade 5</b>
<b>Reports to (job title)</b>	<b>Strategic Communications Manager (Special Projects)</b>
<b>Direct reports (job titles)</b>	<b>N/A</b>

### *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 Campaigns Copywriter is primarily a copywriting role responsible for supporting the BMA's ongoing campaigns, political messaging, and brand identity. These include the pay restoration campaigns and any industrial action ballots of doctors in England, and any other campaigns as and when required.

### *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*

- Copywriting for campaign-related membership communications. For example, regular email updates, ballot materials and social media posts.
- Liaising with internal stakeholders and committee members on tone and content, and engaging in collaborative discussions when feedback is provided.
- Developing ideas for advertising or promotional opportunities to support the campaign's overall objective of engaging both doctors and the public.
- Pitching concepts to key internal stakeholders including elected representatives, the Director of Communications & Policy, and Head of Strategic Communications.
- Working with the BMA's Strategic Communications Managers, Brand and Production Manager, Social Media Manager, and others to translate ideas into outputs.
- Producing copy for several different outputs and channels including, but not limited to, campaign posters, public information leaflets, infographics, and multimedia scripts.
- Effectively juggle tight turnaround ad hoc copywriting requests with longer term projects.
- Keeping up to speed and informed about the BMA's wider organisational activities and goals.
- 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 degree level or qualified by relevant experience.
- Excellent copywriting skills; able to produce high quality writing work quickly.
- Excellent campaign planning and organisation skills essential, ideally with experience of political campaigning.
- Highly effective communication and interpersonal skills.
- An adaptable and practical approach with the ability to work in a fast-paced environment under pressure.
- Candidates should have a body of campaigning creative work and examples they should be able to share with us at interview.

### 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).*

- Comprehensive understanding of different media channels and ability to identify most effective approach to meet the objectives of a campaign.
- The ability to hit the ground running in terms of understanding the complex issues facing doctors, including but not limited to negotiations on pay and working conditions, and being able to translate that into meaningful but simple campaigning ideas.

### 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)?*

- Requires sound political judgement and understanding of the BMA's in-house decision-making structures in order to best advise on and propose communications approaches.

### 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?*

- N/A

### 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?*

- Will need to be able to communicate with a wide range of internal stakeholders, both staff and elected members, including those at Chief Officer and SLT level

### 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 in an open plan office environment

### 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?*

- Will require the ability to work in a fast-paced environment under pressure.

### 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: