

Role profile

Role title	Activism communication manager (1 year FTC)
Department and directorate	Internal (and activism) communications Communications and policy directorate
Job family level	Grade 4
Reports to (job title and name)	Head of Internal (and activism) communications, Gordon Fletcher
Direct reports (job title and name)	None

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)

- This role will lead a new approach to activism at the BMA based on the objectives outlined in the BMA's organisational strategy.
- The role will implement a new activism strategy.
- The role will work with senior stakeholders to fostering a community of BMA influencers to support BMA campaigning.
- The role will ensure that our approach to activism and activism communications is co-ordinated across directorates and nations.
- The role will support the development of advocacy for BMA influencing campaigns among BMA staff
- The role will help to make our external influencing more effective by ensuring better engagement with our elected and active members.
- The role will take a lead on activism communications projects.
- The role will work with stakeholders to implement a joined-up approach which better supports our existing activists and encourages members to get more involved with the BMA.
- The role will share expertise on activism and advocacy with colleagues increasing our capabilities.



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 or relevant professional experience.
- In depth knowledge of campaigning, advocacy programmes and activism.
- Excellent interpersonal skills to work well in a team and to relate appropriately to BMA staff and members at all levels.
- Excellent stakeholder management skills.
- Ability to run workshops and test ideas with stakeholders.
- Inspiring public speaking skills at face to face events and using virtual platforms such as MS teams and Zoom.
- Excellent writing and editing skills to produce clear and concise copy in a variety of styles that is appropriate in tone.
- High level of social media awareness, including knowledge and experience of using different social media platforms and tools, current and upcoming trends, user habits and behaviour, and metrics analysis.
- Familiarity with major social media platforms and online community building is essential
- High level of organisation to prioritise workload effectively to meet fast and inflexible deadlines, and work to a consistently high level of accuracy.
- Understand best practice in the development of activism programmes based on the approaches of trade unions, membership organisations and charities.
- Experience of researching needs and creating and commissioning appropriate support to meet those needs.
- Familiarity with health policy issues would be required
- Experience of building a new community of activists who can support the BMA's external influencing and enhance the BMA's reputation as a member led organisation
- Leadership skills including team building and inspiring others.
- IT skills including MS office, virtual events/workshops and social media platforms.
- Audience awareness to understand the needs of different BMA audiences such as elected members and activists, the four nations of the UK, the larger and smaller branches of practice and different professional groups, and to write content accordingly.

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).

- To lead on implementing a new strategy for activism communications at the BMA, working in partnership with staff, elected members, and active members.
- To implement the recommendations of the external influencing and policy communications that relate to activism communications.
- To develop compelling propositions for our active members that meet the objectives of the BMA strategic priorities.
- To liaise closely with the social media manager, audience engagement manager, content manager, head of media relations, head of public relations and other internal stakeholders to ensure there is a consistent joined up approach to activist communications within the communications and policy directorate.
- To consult and involve staff who are involved in supporting activists across the BMA.
- To work with our business intelligence team to collect data and insight on our activist to inform the development of the active member programme.
- To cultivate a growing community of activist influencers drawn from our elected membership.
- To direct, plan and develop activism communications to support BMA campaigning.
- To work with the digital team and staff who work with activists to create a digital hub to support all types of BMA activists.
- To work with the social media team to develop a social media tool kit for activists.
- To share expertise on activism, advocacy, and campaigning across the BMA.
- To provide insight on active members.
- To deputise for the head of internal (and activism) communications, as required.

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)?

- Ability to liaise effectively with communications and policy staff to get support for activism communications projects.
- Ability to persuade senior elective members and influencers to participate in projects.
- Ability to think creatively to develop activities that will mobilise active members to support influencing priorities.
- Ability to grasp highly technical and complex issues and be able to convey them in an authoritative yet engaging way.
- Skills to understand and translate BMA or government jargon into plain English for BMA members to convey the essence of an issue.
- High level of tact and diplomacy in negotiation with BMA staff, medico-politicians and the wider membership to develop activities that enhance the experience of active members and the BMA's external influencing.
- Ability to build professional networks with senior stakeholders.
- Considerable contact with leaders to persuade them to share their views and opinions.
- Negotiating and influencing skills are required to gain relevant information to build the active member programme.
- Be able to juggle conflicting priorities.

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 be involved in developing staff to understand the important role of advocacy in campaigning.
- Will project manage the activism programme and report back to senior staff and elected members.
- Will be responsible for managing the activism staff stakeholder group.
- Will work with the internal (and activist) communications team to develop the skills of the internal and senior internal communications officer to better understand activist communications.
- Privy to a high level of confidential information through attendance at BMA meetings, conducting interviews as well as from the information BMA members. Needs to be aware of political sensitivities.

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?

- Plays a pivotal role in maintaining constant productive contact with other members of communications and policy directorate.
- Involves frequent communication and negotiation with BMA staff and elected members, often at a senior level, as well as the wider membership.
- Will need to build relationships quickly.
- Will be an important point of contact with members who want to become more involved with the BMA.
- Will be able to gather data on active members to develop the BMA activism programme.

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 job is normally conducted in a office environment and is not routinely exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.
- Covid restrictions may mean that home working may also be involved/
- There may be the occasional requirement to work during a weekend, for example if a BMA event takes place at the weekend or in the evening if out-of-hours contact with members/BMA staff is required.

BMA values and behaviours

The post holder is expected to execute their role in line with our five organisational values. These are currently being translated into behavioural indicators that will form part of our new performance management process. 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:

