Role profile

Role title	Media Office
Directorate	Communications, Growth and Campaigns
Team	Media, Campaigns and Public Affairs team
BMA Grade	6
Location	BMA House
Decision Making level	Medium level decision making with referral to manager for complex or non routine decisions for approval
Budget responsibility (Y/N)	N
Reports to (job title)	Media Team Manager
Direct reports (Y/N)	N

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 Media Officer will support the media team in providing a timely, high-quality and professional media service to ensure that the BMA is represented in national and local media on key aspects of health policy and issues concerning the medical profession. In addition to the above, this role will include some specific responsibility for the promotion of core BMA member benefits and services in relevant media and provides administrative support to ensure the smooth running of the media team. The role provides UK-Wide services directly to members across all regions and devolved nations colleagues where necessary.

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

- Provide strategic and tactical media, public relations and reputational advice to BMA committees, BMA departments and BMA branch of practice committee chairs and officers including supporting the BMA in negotiations by providing communication guidance and advice and planning media activity
- Write press releases, articles and letters for online or print publication, finalising with appropriate committee chairs and BMA staff, promote to the media, follow-up work and evaluation. Provide BMA comment, as a spokesperson for the BMA, to journalists for publication and provide them with background information as appropriate.

Job Overview– purpose of the role

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 minimum of degree level with relevant professional qualification or equivalent relevant professional experience
- Previous experience in journalism, media relations or PR and in a membership or not for profit organisation
- Good communication skills, both verbal and written with the ability to draft material for external publication and to suit a variety of audiences
- Managing and triaging incoming media requests, and working with staff colleagues and elected members on responses where necessary
- Good knowledge of media and how it works
- Good news sense and judgement and ability to interpret information and what makes a story newsworthy and relevant to the BMA's position
- 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
- Ability to prioritise and manage own workload effectively but also to be flexible and adapt/respond to emerging news stories, short deadlines and other demands or challenges
- Good understanding of health-related issues and policy and the challenges and opportunities facing the health and other public sector

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 advice and support to the BMA's senior managers and departments, including developing and delivering media plans
- Provide specialist media and public relations input to specific projects to launch and/or promote BMA benefits and services. This includes providing advice, and leading on the development and delivery of media strands for specific projects
- Write press releases and articles publication and promote these to the media
- Managing and triaging incoming media requests and working with staff colleagues and elected members on responses where necessary
- Source and interview case studies in preparation for various types of media engagement
- Assist the Media Team Manager and senior media officer with media activity including finding background information, setting up or supervising interviews or supporting on a specific story
- Good awareness and understanding of Communications, Campaigns and Growth directorate business priorities and their relevance to their work

Intellectual demands (complexity and challenge)

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

- Identify media opportunities to influence around BMA priority issues
- Deal with routine media calls and triage those inquiries as required
- Provide journalists with background information/briefing material as appropriate
- As part of media team, provide specialist input to specific projects (including influencing campaigns). This includes providing advice, developing and delivering media strands for specific projects

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 providing a range of key services and managing media systems and information services, including media support, media monitoring and analysis and media information systems
- Liaise with media colleagues in the BMA offices in other UK nations, particularly on issues where a UK media response is required

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?

- Advice on handling the media may be given to individual BMA members- for example when a member has been approached to undertake media work
- Immediate colleagues and managers should be kept informed and briefed on key issues or projects, particularly those that impact others
- Regular contact with staff working in other departments, committee members and representatives. Liaising with heads of departments, SMT or chief officers depending on the issue
- Direct communication with other external audiences including the public may be occasionally necessary, through website content and social media outlets

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?

Physical demands & coordination (physical effort and mental strain)

- Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other extertion.

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 normal office 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. A formal shift rota is in place to deal with media enquiries, our of hours to provide evening, weekend and bank holiday availability.

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: