

Role profile

Role title	Media officer
Department and directorate	Policy and Communications
Job family level	Grade 6
Reports to (job title and name)	Head of media and news relation
Direct reports (job title and name)	-

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)

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 the 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 key administrative support to ensure the smooth running of the media team. There is also a requirement to provide out of hours media support and guidance



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 with relevant professional qualification or equivalent relevant professional experience.
- Three to four years' experience in media relations, PR - preferably in a national, or membership organisation
- Good communication skills, both verbal and written, with the ability to draft material from often complex documents, for external publication and to suit a variety of audiences.
- Good knowledge of the media and how it works, with some understanding of crisis communications and reputation management.
- Good news sense and judgement and ability to interpret information and know 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 sectors
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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 for publication, research and set up broadcast interviews and promote these to the media.
- Assist the head of media and senior media officers with media activity including finding background information, setting up or supervising interviews or supporting on a specific story.
- Good awareness and understanding of Communications and Policy directorate business priorities and their relevance to his/her work

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)?

- Identify media opportunities to promote key BMA benefits and services.
- Deal with routine media calls and provide BMA comment, as a spokesperson for the BMA, to journalists for publication, providing them with background information/briefing material as appropriate

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's offices in the other UK nations, particularly on issues where a UK media response is required.
- Support the delivery of media training courses for BMA members, including administrative arrangements, technical support and contributing to the practical training

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?

- Media officers are responsible for all contact with the media on behalf of the BMA, including international, national, regional, specialist and trade press, and online media. Media officers are responsible for developing positive and constructive relationships with journalists to assist the facilitation of media activity. These relationships can obviously become challenging during critical periods. It is the responsibility of media officers to present journalists with the necessary information in order to minimise negative publicity.
- Advice on handling the media is given to individual BMA members. For example, when a member has been approached to undertake media work.
- Immediate colleagues and manager should be kept informed and briefed on key issues or projects,

Communication (level, internal and external demands and significance)

particularly those that impact on others.

- Regular contact with staff working in other departments, committee members and representatives. Liaising with heads of departments, SMG or chief officer depending on the issue.
- Direct communication with other external audience, including the public, through website content and social media outlets
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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 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 out-of-hours.

Sign-off

Manager: Helen Robinson-Gordon

Date: 10/11/2023

Role holder: N/A

Date:10/11/23