Role profile

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| **Role title** | **Senior strategic communications officer** |
| **Department and directorate** | **Strategic communications, Engagement and communications** |
| **Grade** | **BMA London 5** |
| **Reports to (job title)** | **Strategic communications manager** |
| **Direct reports (job titles)** |  |

| **Summary – purpose of the role** |
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| 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) |
| * Lead on the planning and implementation of key elements of specific integrated communications projects or tasks that require oversight, co-ordination or a strategic approach, including contribution to the broader communications strategy.
* Co-ordinate the scheduling of activities for specific projects or tasks and evaluate their success and impact.
* Produce communications content to support project work or other strategic communications activity
* Contribute to the development of an organisational insight and analytics function to gather key data & intelligence about our communications activity and member engagement.
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| **Skill (level and breadth of application)** |
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| 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 equivalent relevant professional experience), with relevant professional qualification
* Proven ability of analysing external policy environments, contributing to developing organisation policy, developing influences objectives and tactical delivery plans, and achieving clear policy influence success, delivered against previously set and agreed success criteria and KPIs.
* Previous experience in a strategic communications role or similar
* Highly competent in project based working, ProJet management techniques and experience in managing influencing projects
* Proven relationship management, influencing and interpersonal skills
* Excellent communications skills, both oral and written, including proven ability of drafting engaging copy and material for external publications.
* Excellent interpersonal skills, including tact and diplomacy and a proven ability to advise and influence others.
* Good research skills to gather key insight, monitor impact and analyse trends
* Ability to prioritise and manage own workload effectively but also be flexible and adapt/respond to emerging new issues, short deadlines and other demands or challenges.
* Proven ability to think and plan strategically within a fast moving, political environment
* Good understanding of health-related issues and policy
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| **Intellectual demands (complexity and challenge)** |
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| 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). |
| * Required to work autonomously with responsibly for planning and managing specific campaigns or projects, or specific strands of projects/campaigns, with oversight from the Strategic communications manager or the overall campaign/project lead, if different. The topics and scope of these are likely to range from routine to more complex issues.
* Responsibility for scoping and planning campaigns or projects, diagnosing and understanding the brief, securing buy-in and engagement of staff and elected members, sometimes at senior level, and brokering a consensus when this is required.
* Develop campaign or project priorities, in partnership with the overall campaign/project lead where appropriate, and in accordance with the wider strategic direction of external affairs and broader strategic communications vision and goals. Requires strategic thinking, a holistic approach, creativity and initiative, use of insight and research as well as awareness of the external environment.
* Create project teams comprising appropriate communications specialists and when necessary policy staff, to co-ordinate and produce integrated campaigns or communications projects. Managing the delegation of activity to project team members will also be necessary.
* Co-ordinate and supervise project team activity to ensure deadlines are met.
* Responsibility for ensuring related content is in accordance with agreed narrative, messaging and tone.
* Deal with multiple priorities and, at times, meet urgent demands and short deadlines. This may involve working on urgent tasks in additions to longer term work. The ability to priorities work effectively is essential and the responsibility to meet these demands is also high.
* Ability to take decisions that have impact both in short and long term and be accountable for these decisions.
* Commission external support for specific campaigns or projects, as strategic partners or for specific activity
* Translating complex information into easily understandable language may be necessary to ensure any messages reach their target audience
* Review and evaluate allotted campaigns or projects to inform ongoing activity or future projects.
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| **Judgement (independence and level and impact limitations)** |
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| 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)? |
| * Manage specific, allocated campaigns or communications projects, working up the scope and type of activity, with the ongoing support and direction of the overall campaigns/project lead.
* Responsibility for leading on the development of specific project plans, including undertaking or commissioning research, scanning the external environment, testing new ideas and working up a brief. The final plans will be signed off by the Engagement and communications senior management team.
* Ensure communications outputs relating to specific campaigns or projects are in accordance with agreed terms of reference and consistent with agreed communications positioning and messaging, as well as ensuring key content has gone through the right approval and quality assurance process.
* Recognise when to notify senior staff or to escalate particular issues, including when conflicting priorities or activity arise.
* Advise and influence the decision of key policy staff or elected members when seeking their agreement on the nature, scope and outputs of specific campaigns or communications projects. This requires a high degree of tact and diplomacy, and on occasion, advising on the most appropriate action to take. They must also be aware of internal sensitivities conflict or tension and be able to deal with this.
* The role requires a proactive approach in identifying opportunities and communicating to others how specific objectives can be achieved. Personal autonomy in this area involves a good level of persuasive skills with members and secretariats.
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| **Use of resources (supervision of resources and influence)** |
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| 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? |
| * Responsibility for managing the activity of specific project teams and project plans, ensuring tasks are completed satisfactorily and that deadlines are met.
* Responsibility for a specific budget to support any expenditure relating to their allocated campaign or strategic communications project
* There will be a mix of long, medium and short term planning of strategic communications activities involving the initiation, planning, implementation and evaluation of plans. This will require working in partnership with other senior staff or elected officers to plan ahead and agree priorities, and managing a project team’s output.
* Contributing to the grid of communications activity and ensuring it is kept up to date
* Responsibility for sharing appropriate information across teams and other parts of the BMA, in particular the internal communications that will be required for specific campaigns or projects and key insight or evaluation data.
* Ensuring that activities are co-ordinated with others in the Engagement and communications directorate and/or other departments to deliver consistent message and timings.
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| **Communication (level, internal and external demands and significance)** |
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| 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? |
| * Frequent contact with line manager as well as other member of the Engagement and communications SLT to update and inform of ongoing issues and activity, and to seek strategic oversight and direction
* Work closely with head of other teams within communications, or within the devolved nations, to ensure activities are co-ordinated and effective.
* Ensure relevant information is communicated to relevant staff within the team or organisation
* Regular contact with staff members, including at senior level when necessary, to advise and discuss campaigns or other project plans. This may be done on a sole basis or alongside a member of the senior management depending on the nature or progress of a particular issue.
* Regular contact with external agencies or suppliers when specific contracts are active.
* Contact with the Chairman of council or other committee chairs, when necessary, to advise, update and discuss campaign or project positioning, messaging and tactics. This may be done on a sole basis or alongside a member of the senior management depending on the nature or progress of a particular issue.
* Contact with BMA members as part of any strategic communications activity with a specific member focus.
* Public speaking engagements are required from time to time
* Contact with external stakeholders when seeking support or partnership on specific campaigns or projects.
* Many of the outputs they are responsible for will be aimed at an external audience, including the policy makers and wider public.
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| **Physical demands & coordination (physical effort and mental strain)**  |
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| 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)** |
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| 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
* There may be occasional requirement to attend work during a weekend, for example of a BMA committee meets that the weekend and the role-holder’s input is necessary.
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| **Values and behaviours** |
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| 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
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| **Sign-off** |
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| Manager: | Date: |
| Role holder: | Date: |