Role profile

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| **Role title** | **Media Officer** |
| **Department and directorate** | **BMA Cymru Wales** |
| **Job family level** | **Grade 6** |
| **Reports to (job title and name)** | **Head of Media and Public Affairs (Wales)** |
| **Direct reports (job title and name)** |  |

| **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) |
| Overall purpose:  To provide a timely, high quality and professional media service to ensure the BMA is represented in the media (including social media) on key aspects of health policy or issues concerning the profession. Seeking to protect and promote the image of the BMA and the members it serves, as well as supporting the BMA’s efforts to influence wider policy or negotiating activities.  Key activities include:   * Provide tactical media and PR advice and support to BMA committees or departments and, at times, individual chairmen or elected officers, including preparing media plans and implementing activity. * Provide specialist media (including social media) input to support strategic communications and to specific integrated campaigns and communications projects – this includes providing advice, and leading on the development and delivery of media strands for specific projects. * Write press releases, articles and letters for publication, blogs, tweets, and website content. * Deal with routine media calls and provide BMA comment, as a spokesperson for the BMA, to journalists for publication and provide them with background information/briefing material as appropriate. * Assist head of public affairs with media activity including finding background information, setting up or supervising interviews or supporting on a specific story. * Identify media opportunities to promote key BMA issues or policies, or to represent the views of the medical profession. * Liaise with media colleagues in the devolved nations, particularly on issues where a UK media response is required. * Assist with planning content for the blog, including drafting and uploading to the communities page. * Assist with planning content for the youtube channel, as well as drafting scripts, finding doctors to interview, filming and editing footage. * Assist with planning content for the website. * Provide a timely response to comments received via social media. * Take part in an out of hours on call duty rota to ensure the BMA is able to respond 24/7 to media enquiries. |

| **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 a minimum of degree level with relevant professional qualification or equivalent professional experience. * Previous experience in journalism, media relations, or PR. * Good communication skills, both oral and written, and the ability to draft material for external publication and to suit a variety of audiences. * 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. * Good knowledge of the media. * Good knowledge of social media. |

| **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). |
| * The post holder is often required to work to tight deadlines and deal with multiple priorities. This may involve working on a number of competing urgent requests at any one time in addition to longer term work. The ability to prioritise work effectively is essential and the responsibility to meet these demands is also high. The level of enquiries will normally be routine or less complex in nature. * Translating detailed information into easily understandable language is necessary to ensure any messages reach their target audience. * A degree of risk management is required, for example limiting the damage of potential stories or responding to negative publicity, to help protect and maintain the BMA’s and doctors’ reputation. * Taking a holistic approach, being aware of conflicting policy or sensitive issues, and considering risks and benefits is necessary. * Initiating and testing new ideas and creative approaches, for example to help promote issues and maximise media coverage. * Specialist media advice is also given to individual doctors, for example advising on how to approach a media interview. Advice may also be sought from the head of media and public affairs as part of this support. |

| **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)? |
| * The media officer will often work with minimum supervision on the routine aspects of the role but will refer upwards when necessary, for example on complex or politically sensitive issues, including where there is a serious risk to the association. Guidance will also be sought when the enquiry is not covered by policy or requires input of a technical nature that falls outside of normal knowledge and expertise. * Clearance and reffing procedures must be followed on public statements, e.g. press releases, articles or letters. All press releases must also be signed off by the relevant Committee Chairman or deputy, and final clearance must be sought from the line manager. In some cases the Chairman and/or National Director of the Association will also see a press statement before it is issued. Any statement covering a legal issue (e.g. a court case) would also be checked by the Association’s legal department. * The post holder will use their news judgement when considering the appropriate response and approach, and when giving professional advice on tone, content and direction. This may involve seeking to limit any potential damage or change direction of the enquiry. * The role requires tact and diplomacy and the ability to adapt style of communications depending on the audience to be influenced. There may be occasions where in absence of an established policy line, the post holder must advise on reaching the most appropriate line to take. They must also be perceptive to internal conflict or tension and be able to judge when to seek advice or refer upwards. * The role requires a proactive approach in identifying opportunities and communicating to BMA committees how media objectives can be achieved. This may involve limited negotiation when there is a need to demonstrate the benefits of a particular approach. * One of the key challenges of a media role is to react immediately to announcements/news stories that affect the position or reputation of the BMA, or its members, or which provide an opportunity to present the BMA’s views. |

| **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? |
| * The media officer has responsibility for long, medium and short term planning of media and social media activities on behalf of their assigned areas of responsibility. This may require working with other members of staff or elected officers to plan ahead and agree priorities. Includes a mix of creating and implementing media plans or responding to new Government announcements. * Set up press conferences including the organisation of the room, AV, and other administrative arrangements. Briefing materials may also need to be prepared. * Work will need to be co-ordinated with others in the public affairs team and/or other departments to initiate, plan and deliver consistent message and timings. |

| **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? |
| * The media officer works as part of a team who have responsibility for contact with the media on behalf of the BMA, including national, specialist and trade press, and online media. As such they are responsible for developing positive and constructive relationships with journalists to assist the facilitation of media activity and in order to minimise negative publicity. These relationships can become challenging at times due to the demanding nature of requests or during critical periods. * Public speaking engagements may be required from time to time, for example to explain media relations or activity to local/regional committees or member events. * Advice on handling the media is given to individual BMA members. For example, when a member has been approached to undertake media work. This may also include doctors who are in difficulty, e.g. when in dispute with his/her employer, with a patient, or in some other situation attracting press interest. * Immediate colleagues and manager should be kept informed and briefed on key issues or projects, particularly those that impact on others. * There is regular contact with staff working in other departments, committee members and representatives. May involve liaison with heads of departments depending on the issue. * Contact with external organisations, for example the GMC, medical royal colleges, other health or related organisations and the Department of Health is necessary from time to time. * The post holder may at times be required to represent the BMA at relevant meetings with outside stakeholders, e.g. when discussing particular issues or co-ordination meetings. |

| **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. * Enquiries can be challenging or confrontational from time to time. There may be the occasional requirement to attend work during a weekend, for example if a BMA committee meets at the weekend or in the evening if there is a media interview requiring supervision. |

| **BMA competency level required** |
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| Behavioural competency |

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| Personal Responsibility - demonstrates a positive attitude and takes ownership and responsibility for work performance | C |
| Service Focus - demonstrates an understanding of customer needs and has a service orientation | C |
| Gathering Information - is driven to seek out information and carries out research to the level required to achieve objectives | C |
| Team Working - works with colleagues cooperatively in own department and the wider organisation | B |
| Influencing Others - persuades others to support a viewpoint and achieve their participation | B |
| Creativity and Innovation - takes a creative approach to work, identifies new ways of doing things and develops ideas to benefit the association | C |
| Dealing with Change - implements and adapts to new ideas and ways of working at individual, team and organisational level | B |
| Leading People - communicates goals, engages and motivates others to achieve | n/a |
| Managing and Developing People **-** set goals and ensures others perform to their full potential and meet required standards | n/a |