



Royal College of Anaesthetists

Press Officer

Directorate: Communications and External Affairs

Reports to: Head of Communications

Grade: 5

1.1 Job purpose

To provide wide-ranging, proactive press and editorial support to the College communications function.

Working in collaboration with teams across the College, you will identify, progress and respond to press opportunities and deliver professionally written and timely editorial content targeting our membership and other stakeholders to promote the College, its work and the specialty of anaesthesia.

You will be part of the Communications and External Affairs Directorate, which is responsible for a range of activities, including member engagement, press relations, policy and public affairs, stakeholder engagement, internal communications, digital communications and publications.

1.2 Key tasks and responsibilities

Media

- Commission and/or draft pro-active media releases and statements, opinion and comment pieces and letters to editors, aligned with College strategic aims
- Manage day-to-day proactive and reactive media liaison with key publications (inc stakeholder publications) and journalists, building and maintaining relationships
- Write and pitch articles and interview opportunities
- Brief and/or carry out practice sessions with interviewees prior to interview, to ensure they are comfortable with the topic
- Log media enquiries and advise on the approach to responses. Draft responses for agreement, or forward enquiries as appropriate
- Carry out media monitoring and horizon-scanning, in order to monitor reputation and evaluate opportunities for proactive outreach
- Maintain the media contacts database, ensuring compliance with GDPR
- Disseminate news coverage and commentary internally to multiple stakeholders
- Facilitate any other aspects of the College's media and communications as requested by the Head of Communications
- Provide out-of-hours contact and support for media as part of a rota

General Communications

- Create consistently clear, accurate and compelling content for external and internal audiences
- Deliver and evaluate content across a range of College communications channels including websites, microsites, intranet and social media channels
- Collaborate with the Communications Officer to source, write and edit copy for College e-newsletters

- Create opportunities to promote College events, projects and communications-related deliverables
- Work with the Head of Communications and teams across the College to provide project-specific communications support, requiring management of multiple tasks and working to deadlines
- Respond to general communications enquiries from teams across the College
- Support the College with issues and crisis communications
- Support and contribute to the work and forward planning of the broader Communications Team, as needed

1.3 Qualifications, skills, knowledge and experience

- Experience of writing media releases, opinion pieces and general articles on health subjects, with the ability to translate scientific information for a lay audience
- Experience of being able to spot stories and create media angles, along with experience of being able to explain alternative communications options to people whose suggestions may not attract news coverage
- Experience of pitching to UK national and regional media (print, broadcast and online)
- Experience of working in a press office/newsroom or on media work within the context of a wider communications team, for at least one year
- Skill as a confident and competent writer, who is comfortable suggesting different approaches to achieve aims
- Excellent attention to detail
- Excellent self-driven project management and organisational skills
- Strong communication and interpersonal skills with people at all levels; friendly, approachable and confident
- Strong software and digital content platform knowledge – must be proficient in Outlook, Word, Excel, PowerPoint, Twitter, Facebook, LinkedIn and Hootsuite
- Experience of writing for online applications, including basic knowledge of search engine optimisation
- A flexible team player, with a willingness to cover work across the responsibilities of the College Communications Team as the need arises (print and digital communications and internal communications), as well as regular routine administrative tasks
- Resilient, calm and effective under pressure, with the ability to prioritise in the face of competing demands and tight deadlines, and to manage and reset expectations with stakeholders at all levels
- Demonstrable knowledge of, and interest in, health communications and an awareness of issues that may affect the College

Desirable

- Communications / public relations / media qualification

1.4 Core Competencies

These competencies will help you understand and deliver the high performance required for this role at the College. These performance standards and behaviours will be assessed during the interview process and developed through the appraisal process.

VALUE:	EXPERT
COMPETENCY:	Empathy with the College and its business
DESCRIPTION:	Understands the fundamentals of what the College does, its mission, vision, values and culture. Uses this information to grow and develop the College and its people

Support & Delivery
<ul style="list-style-type: none">• Applies knowledge of business to day-to-day activities• Understands team function and how it fits in overall College• Develops a team spirit• Applies a "can do" approach• Understands impact of own role on wider College functions (and vice versa)
Management
<ul style="list-style-type: none">• Applies their professional expertise to the College• Thinks commercially• Acts as a College ambassador• Delegates fully and effectively• Develops, motivates and engages teams and individuals• Plans resources effectively• Leads by example
Strategic Leadership
<ul style="list-style-type: none">• Champions key direction and strategy• Encourages and demonstrates entrepreneurialism and cross-College working• Encourages a high-performance culture• Understands impact of external changes on the College

VALUE:	INCLUSIVE
COMPETENCY:	Collaboration and Communication
DESCRIPTION:	Works collaboratively and co-operatively with colleagues to get the job done and responds positively to change. Communicates widely and effectively. Appreciates diversity and equal opportunities for all.

Support & Delivery
<ul style="list-style-type: none">• Is a team player, open to others' views• Adapts communication style to situation• Keeps others informed and updated• Willing to give and receive feedback• Listens and responds effectively• Values different perspectives
Management
<ul style="list-style-type: none">• Communicates effectively and openly, ensuring key messages are cascaded and everyone's views are heard• Works with peers to influence effectively and consistently• Deals with conflict between individuals and teams• Works with partners to enhance the reputation of the College• Ensures transparency and credibility• Networks appropriately• Ensures and enables an inclusive culture

Strategic Leadership

- Articulates a shared vision
- Presents in an engaging manner
- Ensures conflict and risk is mitigated
- Champions diversity and values

VALUE: POSITIVE
COMPETENCY: Customer Focus
DESCRIPTION: Builds relationships with customers by understanding, anticipating and responding to their needs. Takes responsibility to complete work in order to exceed expectations.

Support & Delivery

- Answers phones in a timely way
- Understands customer needs, stresses and pressures
- Understands impact of own actions
- Manages own time
- Meets and exceeds targets
- Does what they say they'll do
- Makes recommendations for improvements

Management

- Future-proofs
- Builds relationships
- Equips others to deal with customers
- Sets targets, ensuring they are met
- Ensures customer is aware of relevant College services and products
- Uses knowledge and expertise to ensure customer satisfaction
- Plans for the future to improve services

Strategic Leadership

- Knows competitors
- Addresses external conflict
- Focusses on the long-term
- Is aware of changes and impact on others
- Overcomes barriers to improvement
- Manages risk

VALUE: FORWARD-THINKING
COMPETENCY: Conceptual Flexibility
DESCRIPTION: Takes the initiative and thinks flexibly and innovatively in order to propose solutions and deal with ambiguity. Builds trust and credibility through self-awareness.

Support & Delivery

- Acknowledges success and failure and learns from them
- Works on own initiative and finds better ways of doing things
- Acknowledges problems and suggests solutions
- Remains open-minded
- Adjusts to changing needs
- Is aware of self and others
- Contributes and adds value to operational plans

Management

- Encourages others to find solutions
- Creates an open forum for innovation

- Implements operational plans and manages risks
- Realises when things are going wrong and fixes them
- Maintains personal credibility

Strategic Leadership

- Approaches issues with fluidity and flexibility
- Makes improvements at a corporate level
- Implements solutions at a strategic level
- Welcomes innovation from colleagues and empowers them
- Challenges the status quo

VALUE: AMBITIOUS
COMPETENCY: Shared Vision
DESCRIPTION: Acts quickly and decisively, seizing opportunities and adding value.

Support & Delivery

- Sets personal objectives which meet operational and strategic plans
- Adapts to changing priorities
- Analyses problems and resolves them
- Understands the impact of operational plans on own role
- Deals with colleagues fairly and consistently
- Keeps focused in the light of changing priorities
- Sets high personal standards

Management

- Puts operational plans into action
- Isn't afraid to make decisions
- Ensures right people, right time, right place
- Identifies new opportunities

Strategic Leadership

- Defines corporate vision and values
- Handles all matters with sensitivity
- Scans the horizon
- Develops strategy, taking into account all external drivers

Signature:

Name:

Date: