



Royal College of Anaesthetists

## Media and Communications Officer

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Directorate: Membership, Media and Development

Reports to: Associate Director of Marketing and Communications

Grade: 5

### 1.1 Job purpose

To provide media relations and communications support to promote the College, its work and the specialty of anaesthesia.

Working within a small communications team, you will play a lead role in identifying and responding to media opportunities. You will also plan and implement communications activity to support the College's strategic aims and embed our values.

You will be part of the Membership, Media and Development Directorate, which leads the College's work on membership engagement, marketing and communications, education and events.

### 1.2 Key tasks and responsibilities

#### Media Relations

- Draft and edit compelling written materials, including media releases, statements, opinion and comment pieces, letters to editors and lines against enquiry, aligned with College strategic aims
- Manage day-to-day proactive and reactive media relations, building and maintaining good relationships with journalists
- Develop and implement media plans for College outputs, including researching relevant outlets and journalists, working up pitches and sending out media releases
- Set up media interviews, brief spokespeople and coordinate media training where appropriate
- Log media enquiries and advise College spokespeople on responses, ensuring internal sign off process is observed
- Carry out media monitoring and horizon-scanning to monitor reputation and identify opportunities for outreach
- Maintain the media contacts database, ensuring compliance with GDPR
- Provide summaries of media coverage and progress against key performance indicators (KPIs) for internal reporting and evaluation
- Provide out-of-hours contact and support for media as part of a rota

#### Communications

- Work with the Associate Director for Marketing and Communications to develop communications plans/campaigns to support promotion of, and engagement with, College products and outputs, such as publications, research and events. This will include identifying different audiences and the most appropriate channels for reaching them and distilling key messages
- Plan, source and write engaging content for a range of channels to promote the College's work, engage our members and communicate key messages. This will

include producing content for websites, email newsletters, social media platforms, speaker notes, publications and video

- Oversee and provide editorial support to colleagues to ensure content is of a high standard and consistent with the College's brand and tone of voice
- Contribute to the development and maintenance of an organisation-wide activity and content planner
- Respond to general communications enquiries from teams across the College
- Update the College website
- Work with colleagues in the People and Culture Team to support internal communications
- Contribute to the management of the College's social media channels. This is primarily the responsibility of the team's Communications Officer, but you will fulfil this responsibility in their absence

### **1.3 Qualifications, skills, knowledge and experience**

- Experience of translating complex/technical information into clear and succinct messages for different audiences
- Experience of working with the media, providing proactive and reactive media relations
- Experience of writing media releases, opinion pieces and general articles, ideally on health subjects
- Experience of identifying media opportunities and pitching to journalists/media outlets
- Excellent written communications skills, with the ability to write, edit, proofread and optimise content for different audiences and platforms
- Ability to make a case for a particular course of action and to gain buy-in from internal stakeholders
- Excellent attention to detail, project management and organisational skills
- Strong interpersonal skills, with the ability to build productive working relationships quickly, including with senior stakeholders
- A team-player, willing to contribute across the wider team and directorate as required, and to undertake routine administrative tasks
- Ability to prioritise tasks in the face of competing demands, and to manage expectations of internal stakeholders
- Good working knowledge of the media landscape and an understanding of what works well to achieve coverage
- Broad knowledge of best practice for digital and social platforms, tools and trends
- Knowledge of, and interest in, the healthcare sector and the NHS, and an awareness of the issues that may affect the College

Desirable:

- Communications / marketing/ public relations / media qualification

Signature: .....

Name: .....

Date: .....