



Royal College of Anaesthetists

## Communications Officer

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Directorate: Membership, Media and Development

Reports to: Associate Director of Marketing and Communications

Band: B

### 1.1 Job purpose

To provide wide-ranging and proactive 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 day-to-day management of the College's main social media accounts. You will also plan and implement communications and marketing activity to support the College's strategic aims and embed our values. You will work closely with teams across the College, including clinical colleagues, and external stakeholders.

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

#### Social Media

- Maintain the College's main social media accounts (X, Facebook, Instagram, LinkedIn). This includes planning and producing content, interacting with RCoA online communities and monitoring and evaluating engagement
- Act as an internal champion for social media, providing advice and support to colleagues and contributing to the review and development of our social media policy and guidelines
- Support the Associate Director of Marketing and Communications with reputation management and crisis communication including escalating emerging issues on social media

#### Communications and Marketing

- Manage the RCoA blog schedule to ensure it reflects current RCoA projects and key messages. This includes identifying and briefing relevant opportunities and authors, editing content and ensuring the timely publication and sharing of content
- Lead on the production, content and messaging for the monthly President's email Newsletter, working with colleagues across the College to ensure all stories are timely and accurate. Assist with the production of other College email newsletters
- Help develop and implement communications and marketing plans to support the College's events, publications and member engagement initiatives. Examples include annual initiatives such as our *Anaesthesia* conference, SAS Week and Diplomates Day
- 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, member emails, publications and video
- Be a brand champion by providing 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
- Take a proactive approach to building relationships with colleagues across the College including the President, Vice-Presidents and Council members
- Work with colleagues in the People and Culture Team to support internal communications

#### Media Relations

- Contribute to the delivery of the College's media relations activity. This is primarily the responsibility of the team's Media and Communications Officer, but during busy times or in their absence you will provide support for monitoring and sharing media coverage, arranging media training and responding to media enquiries. This will include providing occasional out-of-hours contact and support for media enquiries

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

- Experience of planning and producing social media content on different platforms
- Experience of using social media software and content tools, for example Canva, Hootsuite and Meta business tools
- Experience of translating complex/technical information into clear and succinct messages for different audiences
- Experience of writing email newsletters and website copy
- Experience of working within a fast-paced communications environment
- Excellent written communication skills, with the ability to write, edit, proofread and optimise engaging content for different audiences and platforms
- 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 strong understanding of social media best practice. This includes content creation, trends, using brand guidelines and metrics
- A strong understanding of the principles of marketing and communications planning and delivery
- Ability to work independently and to prioritise tasks in the face of competing demands.
- Knowledge of, and interest in, the healthcare sector and the NHS, and an awareness of the issues that may affect the College

Signature: .....

Name: .....

Date: .....