



Royal College of Anaesthetists

Communications Manager

Directorate: Communications and External Affairs

Reports to: Head of Communications

No. of Direct Reports: 1

Grade: 4

1.1 Job purpose

This role is central to the further development of the Royal College of Anaesthetists as a respected national and international voice of authority in the delivery of safe patient care across anaesthesia, critical care and pain medicine. As anaesthesia is the largest single hospital specialty in the NHS, this role requires an experienced and confident communications professional with an expert understanding of membership organisations, to proactively plan and deliver stories, case studies and other content to reach and influence our members, health professionals in other medical specialties and national audiences such as policymakers, commissioners, researchers, patients and the public. This will be carried out across our wide range of digital and print communications channels.

1.2 Key tasks and responsibilities

General Communications

- Proactively plan, create and deliver consistently clear, accurate and impactful content for external and internal audiences
- Lead the forward-planning of College communications content, encouraging College teams to use the processes and procedures in place to do so
- Lead on the further development of content for the College's membership magazine Bulletin and any changes to the printed format, working with the Digital Manager on any new digital platforms for Bulletin
- Manage the relationship with the publisher of the College's membership magazine Bulletin and two academic journals
- Work with the Head of Communications and College teams to provide project-specific communications planning, requiring effective prioritisation and management of multiple tasks and working to deadlines
- Evaluate content across a range of communications channels including web-based media platforms, the College website and intranet and social media channels
- Lead the work to encourage College teams to adhere to corporate branding guidelines
- Underpin the College's membership engagement, retention and growth plan through planned and supportive member communications work
- Respond to general communications enquiries from College teams and members
- Support the Senior Management Team and Head of Communications with crisis communications
- Support the work of the rest of the Communications team, as needed during busy periods
- Responsible for adhering to College social media guidelines

Media Support

- Support the Press Officer with media enquiries, as and when required
- Work with the Press Officer and Communications Officer to identify, source and develop proactive media opportunities, where relevant
- Provide out-of-hours contact and support for media enquiries as part of a rota

Continuous Development and Innovation

- Be proactive in implementing continuous improvement across communications processes, procedures and outputs to drive efficiency and quality and clarity of message
- Be proactive in networking with external organisations to establish and maintain excellent working relationships

People Management, Relationships, Collaboration and Team Working

- Line manage the Communications Officer, allocating, reviewing and approving work, as necessary
- Provide direction and support for the Communications Officer through monthly 1:1 meetings and ad-hoc meetings, as and when required
- Conduct half and full year appraisals with the Communications Officer; setting SMART objectives aligned to the College, directorate and team strategy
- Ensure the Communications Officer is multi-skilled in all aspects of digital and written communications, address training and skills development needs and provide constructive feedback, when required
- Encourage and support the Communications Officer's personal development
- Build a collaborative, mutually supportive and high performing team
- Manage underperformance effectively through open, transparent and consistent processes
- Work closely with the Digital Manager to ensure adequate overlap between the development and use of digital communications channels and the creation of timely and impactful content
- Establish and maintain excellent working relationships with fellow directorate and team members, College staff across all grades, members and suppliers
- Provide clear and professional solutions-focused advice and support to staff and members
- Manage supplier relationships, have a keen eye for detail in contract management and negotiate where necessary to keep within or below budget, whilst ensuring standards are maintained

Other Duties

- Deputise for the Head of Communications or Director of Communications and External Affairs, as and when required
- Represent the College at external meetings, occasional travel and overnight stays outside London may be required
- Any other duties that might be reasonably required

1.3 Qualifications, skills, knowledge and experience

- Demonstrable experience of planning and delivering a schedule of integrated digital and print communications outputs
- A confident and competent writer with demonstrable experience of writing engaging and high quality print and digital content for internal and external audiences
- Proven experience of effectively managing a small team and developing skills in others
- Proven experience of persuading and motivating others
- Experience of sourcing and identifying opportunities to develop 'news'
- Experience of working within a fast-paced communications environment
- Ability to translate scientific information for a lay audience

- Ability to work independently and as part of a team
- Experience of developing and implementing communications plans
- Experience of content-managing social media channels and websites
- Experience of managing online newsletter and media database platforms, monitoring and evaluation tools
- Ability to track and report performance in key audience segments to clearly defined outcomes
- Demonstrable experience of engaging and interacting with people at all levels
- Ability to be resilient, calm and effective under pressure, with the aptitude to prioritise in the face of competing demands and working to tight deadlines
- Excellent communication skills, both written and oral
- Excellent attention to detail
- Excellent project management and organisational skills
- Strong organisational and interpersonal skills
- Ability to work using own initiative
- Excellent IT skills – fully proficient in Outlook, Word, Excel, PowerPoint, twitter, Facebook and Hootsuite

Desirable:

- Experience of working with or for a Medical Royal College or Faculty
- Experience in the health or social care sector
- Experience in communicating science issues
- Communications / Public Relations 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
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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: