



Job description

Section 1 - Description

Job Title: Public Affairs and PR Manager - Grade 6A

Location: Corporate Communications and Marketing

Reports to: Head of Corporate Communications and Marketing

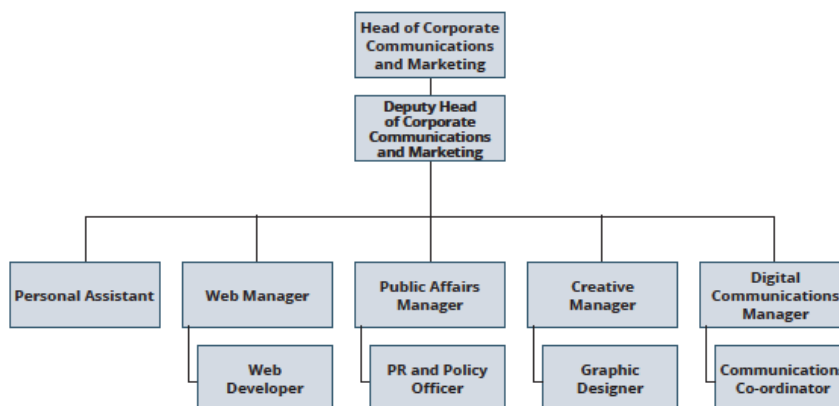
Date: October 2021

Section 2 - Job Purpose

The Public Affairs Manager is responsible for the planning, development, implementation and execution of the College's strategic position in speaking up for the profession among our 15,000 strong membership community and external stakeholders.

This involves the delivery of both proactive and reactive corporate communications and campaign activity across a range of channels to meet target audiences and influencers. The post holder will be required to participate in regular contact with the President, Honorary Secretary, and other senior clinicians and staff working across the College to ensure consistency of messaging, efficiency of responses to policy and media work, and accurate reporting and updates.

Section 3 - Organisation Chart





Section 4 – Job Dimensions

- Direction, planning and delivery of public affairs, policy and profile across the UK and internationally for all aspects of College business
- Significant liaison with both internal and external stakeholders, including political, media, policy and influencers, other royal colleges and partners
- Responsible for managing multiple public affairs and PR campaigns and projects at any one time with an annual budget of c. £30,000
- Line management of PR and Policy Officer

Section 5 - Main Responsibilities and Role

- Develop and deliver public affairs strategies and campaigns that support key strategic objectives of the College in key priority areas
- Prepare high quality briefing materials, position papers and reports as required for political, internal and external stakeholder audiences
- Coordinate College responses to relevant public consultation exercises undertaken by government, public bodies, parliamentary groups and others
- Coordinate PR activities for key strategic priorities, including media launches and the positioning of high-level placements in print, broadcast and online media
- Deliver a programme of communications for office bearers to ensure they are updated of public affairs activity and areas for influence and are equipped with the necessary material, skills and knowledge when acting as spokespeople
- Work with external stakeholders and intercollegiate partners to deliver effective communications around joint projects and positioning statements
- Create content for media releases, byline articles, keynote presentations, and digital communications
- Identify opportunities for media engagement relating to consultation responses, public engagement and other key events
- Manage media enquiries and oversee all aspects of media liaison including coordinating media interviews, preparing briefing notes, and debriefing key spokespeople
- Advise on, develop techniques and coordinate events for effective engagement to raise awareness of the College profile among the public, stakeholders and key policy and decision makers
- Manage a schedule and be proactive in highlighting upcoming policy developments and activities in government, partner organisations, and other stakeholders
- Monitor the political environment, track the progress of relevant bills and other parliamentary activity, and feedback timely intelligence
- Leverage existing political and media relationships and cultivate new contacts within health
- Develop the use of digital communications channels to support the College's public affairs activities
- Take responsibility for effective use of the public affairs budget ensuring campaigns are completed on budget and according to budget guidelines
- Provide regular status reports on all aspects of the role including budget and return on investment, media monitoring and evaluation of campaign success
- Work closely with others in the Corporate Communications and Marketing Team and others across the College to ensure alignment and consistency of messaging
- Line management responsibility as directed
- Any other duties that may be reasonably required



Section 6 - Planning and Organising

The workload of the Public Affairs Manager will be dynamic and time sensitive and as such s/he will be required to plan independently to ensure all activities are delivered within set timelines. The post holder will be expected to coordinate a schedule of internal and external policy and political activity, and liaise with senior officer bearers and management to organise content and material for presentation and high-level engagement. The Public Affairs Manager will also be responsible for the production of reports and position papers and associated media liaison surrounding key policy areas and must therefore have exceptional planning and organising skills to ensure swift delivery. The post holder will be expected to produce monthly reports including media monitoring, campaign evaluation, and impact.

Section 7 - Decision Making

The Public Affairs Manager will have a high level of responsibility and will be expected to take decisions directly relating to their core function as required. This will include decisions regarding the structure and coordination of communications campaigns across multiple platforms to enhance the profile of the College.

Section 8 - Knowledge, Experience and Skill Set Required

The post holder will require the following:

- A degree level education in public relations, communications or a related subject
- A minimum of three years' experience in a public affairs role
- Membership of a professional body
- Proven track record in designing and executing successful public relations campaigns at both a local and national level
- Strong understanding of the political healthcare environment
- Strong relationships with local and national media outlets
- Experience in working with senior management; comfortable and skilled in both broadcast and print media interview techniques
- Demonstrable exceptional writing and editing skills
- Experience with digital communications including blogs, influencing and engagement strategies
- Highly competent in use of Microsoft Office suite