

# Job description

<b>Job title:</b>	Senior Press Officer
<b>Grade:</b>	3a
<b>Department:</b>	External Affairs & Engagement
<b>Responsible for:</b>	N/A
<b>Accountable to:</b>	<i>Media Relations Manager</i>

## Job summary

The Royal College of Surgeons of England (RCS England) is one of the most high profile health commentators in the UK. The Senior Press Officer works with the Head of Media, Policy & Public Affairs, and the Media Relations Manager, to help run our fast-paced press office to the highest standard. In addition to handling media enquiries, and preparing senior spokespeople for media interviews, the Senior Press Office needs to have a strong sense of what makes a good health news story and the confidence to pitch stories to national media. They should also have a fluent writing style, adapting it to the channel they are writing for.

## Specific duties and responsibilities

- Handle incoming enquiries and provide accurate, timely and appropriate responses, briefing journalists in line with RCS England key messages and priorities.
- Participate in an out-of-hours rota for media enquiries. Time off in lieu is offered for significant out-of-office hours worked.
- Research, write and distribute press releases, features, letters and other editorial material.
- Draft articles, quotes and opinion pieces on behalf of RCS England spokespeople.
- Provide press office support to the Faculty of Dental Surgery and its Dean, as required.
- Brief the President, Council Members and senior managers on issues arising in the media.
- Act as the press lead for key projects such as RCS England guidance or campaigns. Devising and implementing communications plans, sharing project updates with the wider communications team, and maintaining a good understanding of surgical and wider health issues.



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- Horizon scan for media opportunities and develop your own ideas for health coverage based on data, insights or RCS England priorities.
- Brief, support and prepare RCS England spokespeople for media interviews.
- Establish and maintain professional and trusted relationships with national and trade journalists.
- Represent the RCS England at internal and external meetings, and maintain professional relationships with press and communications leads at stakeholder organisations.
- Monitor daily media coverage relevant to surgery and the RCS England. This includes pulling together the team's daily press cuts to be shared with Council members, Trustees, and key RCS England staff by 10am (subject to urgent media enquiries).
- Maintain and update the media sections of the RCS England website, working with the web team to develop rich digital content. Actively participate in developing our social media profile using Twitter, Facebook, and commissioning and editing relevant blogs.
- Produce evaluation reports of media coverage and communications activity.
- Undertake such duties appropriate to the grade, as required by your line manager.

**This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.**



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# Person specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"><li>Degree educated (or proven extensive experience that can demonstrate the essential criteria below)</li></ul>	
Experience and skills	<ul style="list-style-type: none"><li>At least three years' experience of working in a press office.</li><li>Writing and editing for a variety of media including print, the web and social media.</li><li>A good working knowledge of Microsoft Word, Excel and PowerPoint packages.</li><li>Demonstrable experience of social media work.</li><li>Strong interest in healthcare and medical policy.</li><li>Awareness of UK politics.</li><li>Editing and proof reading.</li><li>Excellent writing skills in a variety of formats.</li><li>Ability to present reasoned argument in an objective manner</li><li>Able to prioritise work and work to tight deadlines</li><li>Ability to understand policy documents and formulate a media response.</li><li>Research skills.</li></ul>	<ul style="list-style-type: none"><li>Previous experience in medical/healthcare environment.</li><li>Working with partners to deliver collaborative media campaigns</li><li>Experience of using social media to promote an organisations aims.</li></ul>
Financial management and business planning	<ul style="list-style-type: none"><li>Organisational skills with ability to carry work through from research to presentation of information.</li></ul>	



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<b>People and interpersonal skills</b>	<ul style="list-style-type: none"><li>• Excellent telephone confidence and oral communication skills.</li><li>• Confidence to brief senior members of staff and surgeons.</li><li>• An understanding of journalists' needs and priorities.</li><li>• Networking and relationship building skills with external organisations.</li></ul>	
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The post holder will also need to demonstrate the following values:

<b>Collaboration</b>	<p><b>We embrace our collective responsibilities working collaboratively and as one college.</b></p> <ul style="list-style-type: none"> <li>• We work together, using our collective expertise and experience to effect positive change</li> <li>• We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments</li> <li>• We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work</li> </ul>
<b>Respect</b>	<p><b>We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.</b></p> <ul style="list-style-type: none"> <li>• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others</li> <li>• We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team</li> </ul>
<b>Excellence</b>	<p><b>We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.</b></p> <ul style="list-style-type: none"> <li>• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve</li> <li>• We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work</li> <li>• We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience</li> </ul>

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.



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