

## **JOB DESCRIPTION**

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| <b>Job title:</b>      | <b>Communications Manager</b>                                                                      |
| <b>Reports to:</b>     | <b>Chief Executive</b>                                                                             |
| <b>Accountable to:</b> | <b>Vice-President, Digital Communications</b>                                                      |
| <b>Grade:</b>          | <b>E grade (45k-55k).</b> Role will ordinarily be offered at starting salary                       |
| <b>Hours:</b>          | <b>Full-time, hybrid (with 2 days in office, including Tuesday)</b><br><b>4 days pw considered</b> |

Working with the Chief Executive, President, Vice-Presidents and the wider Board, the Communications Manager will promote BCS work to members, relevant decision-makers within the NHS and strategic partners.

The Communications Manager will be responsible for the development and delivery of the Society's communications strategy (in support of BCS strategic objectives) and tailored communications that underpin the strategic plan.

The postholder will be responsible for producing BCS position statements to support the advancement of cardiovascular practice and its workforce, and overseeing BCS contributions to non-clinical consultations and guidance. The Communications Manager may also be asked to participate in joint advocacy and communications projects with BCS partner organisations eg Affiliated Societies.

### **Main Responsibilities**

- 1. To support the development of the Society's leadership voice, profile and influencing function across the UK**
  - Work effectively with officers and members to develop evidence-based position statements to foster excellence
  - Produce, manage and promote BCS non-clinical position statements
  - Handle the launch of joint British Societies' consensus statements and guidelines published in our journal Heart, in liaison with BMJ Journals
  - Establish horizon scanning and monitoring process for policy consultations from other relevant organisations including the NHS, leading health organisations and health think tanks
  - Coordinate BCS responses to policy consultations and surveys
  - Increase the Society's profile in national debates with thought leadership blogs, social media and articles in medical publications
  - Generate content to develop the BCS leadership voice for increased presence
  - Manage responses to press enquiries

- Provide high-level comms/policy advice on statements/petitions/campaigns from other organisations
- Support the promotion of joint clinical guidelines including liaison with the Vice President for Clinical Standards and BMJ Journals
- Oversee the drafting and production of communications material for free editorial opportunities
- Support development of the public profile of the BCS President, making use of their external speaking appearances, BCS conference speech and introductory speeches at smaller events to promote BCS relevance and contribution to wider cardiology
- Work with the Head of Membership and Engagement to use member surveys to ascertain member positions to support policy work and establish positions on current affairs
- Horizon-scan policy and consultation work across the NHS and other related charities and think-tanks
- Celebrate achievements of award-winners and breakthroughs in wider cardiology
- Develop relationships with communications teams at other medical organisations including the Royal College of Physicians and British Heart Foundation
- Engage with our Industry Principal Partners on our wider communications work and position statements
- Represent the Society at meetings, at conferences and external events to champion cardiology as requested.

## **2. Development and delivery of a comprehensive communications portfolio to support the Society's strategic plan**

- Work with the Chief Executive, President, Vice-Presidents and wider Board to set out and deliver the society's external communication strategy and activities plan
- Manage the Society's presence on social media, working within agreed procedures, including running the Society's main X account with the Marketing Manager
- Develop and manage the Society's social media strategy
- Working with the Marketing Manager, play a key role in managing the Society's brand/identity to ensure that digital presence is monitored and maintained within the agreed brand guidance, and that a consistent editorial voice is used
- Assist colleagues by providing expert guidance in terms of website content and social media content
- Oversee content across the BCS website, ensuring that the content published by departments meets web publishing standards and brand guidelines.
- Keep officers up to date with wider communications work and work plan
- Provide regular reports and analytics to the Senior Leadership Team and Board on the range, reach and impact of BCS communications
- Work with the Chief Executive to monitor the impact of the Society's communications to ensure future activities achieve our goals
- Develop a crisis communications protocol for external and internal communications
- Contribute to member communications, including overseeing the drafting of the President's regular message for members

- Develop regular news and update items related to external affairs, including items based on officers/members' activity.
- Develop and manage a calendar of key awareness days and events, identifying opportunities for BCS to engage through communications and tailored content—such as officer quotes, messages, or campaigns—aligned with themes including International Women's Day, World Heart Day, Restart a Heart Day, and World Heart Rhythm Week.

### **3. Other**

- Contribute to the production of the Trustees annual report
- Contribute to the strategic planning process
- Support the CEO in the management of, and response to, complaints where there is significant reputational risk
- Provide advice on handling general enquiries where appropriate
- Provide a general writing service as required
- Draft speaking notes for engagements/talks as required
- Keep up to date with national policy, new health initiatives and partner organisations' strategies.
- Create and maintain an effective personal network of contacts in the sector
- Provide cover for the Marketing Manager during periods of absence.

The postholder will champion and reflect our key values and behaviours – Honesty, Excellence, Ambition, Respect and Teamwork - in all aspects of their day-to-day work in the role.

## Person Specification

### Communications Manager

| Knowledge, qualifications and experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Application                                                                                                                   | Interview                                                                                                           |
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| <p><i>Essential</i></p> <ul style="list-style-type: none"> <li>Degree level qualification or equivalent experience</li> <li>A successful track record in a communications/PR function within in a healthcare related charity or not for profit</li> <li>Experience of successfully writing position statements or similar content</li> <li>Experience of writing communications strategies, especially social media</li> <li>Experience of managing communications projects including the production of communications materials</li> <li>Experience of writing excellent copy for a wide range of outlets and target audiences</li> <li>Experience of developing and managing content for digital communications platforms and social media platforms</li> <li>Experience of implementing communications plans and strategies that blend the full range of communications disciplines (including digital comms, media relations and public affairs)</li> <li>Experience of working with a range of external stakeholders</li> <li>Experience of crisis communications</li> <li>Experience of working with design and print agencies</li> <li>Experience of exercising sound judgement on the strategic timing and positioning of external communications, including whether and when to become involved in external statements</li> </ul> | <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> | <p></p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> |
| <p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>A relevant professional qualification such as a CIPR qualification</li> <li>Experience of working for a membership organisation</li> <li>Experience of working with the media</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>✓</p> <p>✓</p> <p>✓</p>                                                                                                    | <p></p> <p></p> <p>✓</p>                                                                                            |

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| <b>Skills and abilities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                         |                                                |
| <i>Essential</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                         |                                                |
| <ul style="list-style-type: none"> <li>• Ability to present complex information in a clear and concise manner, with a high level of attention to detail</li> <li>• Ability to engage credibly and with authority with the professional community and with senior colleagues</li> <li>• The vision and intellectual breadth to grasp the strategic challenges and opportunities and to work in partnership with Officers</li> <li>• Ability to engage productively with committees to achieve desired outcomes</li> <li>• Highly developed IT digital skills, including proficiency in all Microsoft Office packages and in using digital communication tools</li> <li>• Exceptional written and verbal communication, problem-solving and interpersonal skills</li> <li>• Strong analytical skills and an innovative approach to problem-solving</li> <li>• Confident interpersonal skills</li> <li>• Comfortable working in a small organisation with a range of external partners</li> </ul> | ✓<br><br>✓<br><br>✓<br><br>✓<br><br>✓<br><br>✓<br><br>✓ | ✓<br><br>✓<br><br>✓<br><br>✓<br><br>✓<br><br>✓ |