



Royal College of Anaesthetists

Communications Officer

Directorate: Membership, Media and Development

Reports to: Associate Director of Marketing and Communications

Grade: 5

1.1 Job purpose

To provide wide-ranging and proactive communications support to the College's Marketing and Communications Team.

Working in collaboration with teams across the College, you will deliver and maintain effective and timely written, print and digital communications targeting our membership and other stakeholders to promote the College, its work and the specialty of anaesthesia.

You will be responsible for maintaining and enhancing the College's main social media channels.

1.2 Key tasks and responsibilities

General Communications

- Create consistently clear, accurate and compelling content for external and internal audiences
- Deliver and evaluate content across a range of communications channels including web-based media platforms, the College intranet, website content management system and social media channels
- Work with College teams to encourage adherence to Style Guide both in terminology and personality
- Proactively create opportunities to promote College events, projects and communications-related deliverables
- Manage communications and media plans for Flagship College events including Anaesthesia, Winter Symposium, World Anaesthesia Day and Dips Day
- Manage the media training process and assist with assessing the suitability of Council members to act as spokespeople for the College
- Manage communication opportunities and respond to general communications enquiries from teams across the College
- Manage and integrate communications plans and activity timelines for RCoA teams
- Identify opportunities for proactive communications and propose innovative ways in which RCoA can share key messages and story-tell
- Manage sharing of College media coverage across all social platforms with Press Officer
- Support the Associate Director of Marketing and Communications with reputation management and crisis communication - monitor social media and respond in a timely manner and escalate potential emerging issues
- Support the work of the rest of the Marketing and Communications Team, as needed during busy periods
- Take a proactive approach to building relationships with staff across the College, the President, the two Vice-Presidents, Council members, Senior Management Team and directorate colleagues

- Assist with the production of RCoA's Annual Reviews

Newsletter

- Lead on the production, content and messaging for the monthly President's Newsletter and work with relevant College teams to ensure that all stories are timely and accurate
- Manage and implement the creation of the News in Brief section of the Bulletin
- Ghost writing for other authors, as required

Digital Communications

- Manage the RCoA Blog schedule to ensure that it reflects current RCoA initiatives – task includes identifying relevant authors, editing and managing the timely sharing of material
- Manage the populating and maintaining of the College's main social media channels (Twitter, Facebook, LinkedIn)
- Responsible for adhering to College social media guidelines and ensure these are reviewed on an annual basis
- Interacting with RCoA online communities

Media

- Work proactively with Press Officer to ensure all College communications are aligned
- Support the Press Officer with media enquiries, as necessary
- Pass on ideas for proactive media opportunities that arise through conversations with teams
- Provide out-of-hours contact and support for media enquiries as part of a rota

1.3 Qualifications, skills, knowledge and experience

- Strong experience of content-managing social media channels and websites
- Experience of writing engaging and high-quality print and digital content for internal and external audiences
- Experience of sourcing and identifying opportunities to develop 'news'
- Experience of working within a fast-paced communications environment
- Experience of implementing communications plans
- Experience of online newsletter and media database platforms, monitoring and evaluation tools
- Demonstrable experience of engaging and interacting with people at all levels
- Confident and competent writer with excellent communication skills, both written and oral
- Ability to work independently and as part of a team
- Ability to remain calm and effective under pressure, with the ability to identify when prioritisation of workload is needed
- Excellent attention to detail
- Excellent organisational and interpersonal skills
- Proficient in Microsoft Office products and in addition to Twitter, Facebook and Hootsuite

Signature:

Name:

Date: