

Job description and person specification template

Job Description

A well organised, calm, tenacious and effective Communications Officer is required to join a busy office working at the interface between healthcare and higher education. The role holder will have responsibility for providing general communications support to a range of organisations including the Medical Schools Council, the Dental Schools Council, the Pharmacy Schools Council, the Veterinary Schools Council and the Association of University Hospitals.

The role holder will need to have excellent written and oral communication skills, be well organised and have the ability to multi-task and work well under pressure. It will provide an ideal opportunity for someone looking to develop a career in communications as it involves working across a number of different areas including content creation, website management and dealing with press enquiries.

Post title: Communications Officer

Responsible to: Senior Communications Officer

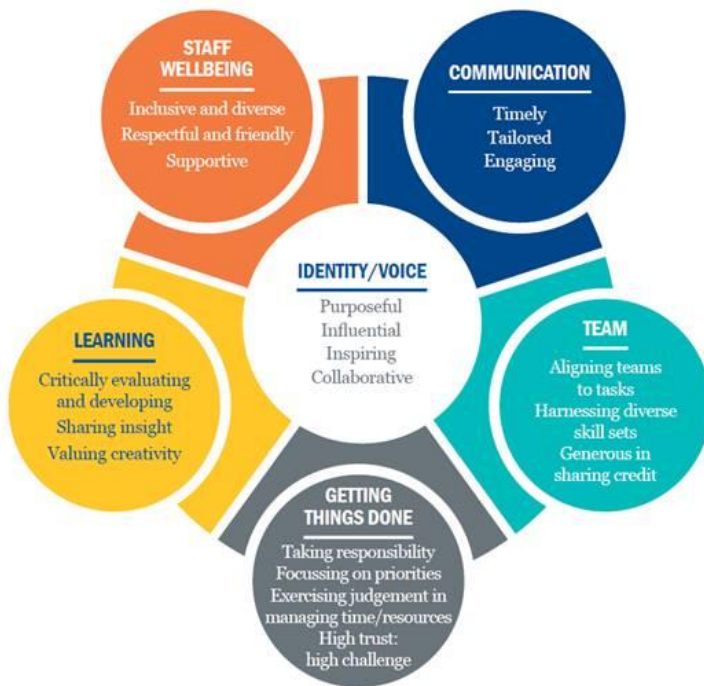
Medical Schools Council

The Medical Schools Council is the representative body for UK medical schools. The council is made of the heads of UK medical schools and meets in order to shape the future of medical education in the UK.

As well as the heads of medical schools, other groups meet under the auspices of the Medical Schools Council to provide expert opinion on particular areas of medical education and research. The Assessment Alliance is made of heads of assessment from member medical schools while the Selection Alliance is made of heads of admissions. Leaders in education, research, fitness to practise and medical electives also meet.

Together these groups form a body of experts which is able to define policy, share best practice and run major national projects such as the Assessment Alliance's Question Bank. In this way, the Medical Schools Council allows for the collaborative shaping of strategy and initiatives at the UK level while preserving the autonomy of individual medical schools.

MSC Values and behaviours



Job Summary

The Communications Officer will be responsible for implementing the development and delivery of a programme of ever improving communications with members and stakeholders.

Main Responsibilities

- Day-to-day management of digital assets for several organisations, including websites and content for the Medical Schools Council, Dental Schools Council, University Hospital Association, Veterinary Schools Council, Association of Dental Hospitals, Pharmacy Schools Council, UK Clinical Research Collaboration, and oversight of others including the UK Medical Education Database. This will involve the updating and direction of web development work and ongoing usage monitoring, ensuring content is compelling and responds to user needs, while bringing in relevant colleagues according to their expertise.
- Working with communications colleagues in Universities UK and to build relationships with press and media, drafting press releases and responses to queries from journalists.
- Maintaining and enhancing the image of the different organisations, including the development and implementation of communication plans, advising on communication issues and the use of appropriate tools.
- Assisting with the production of promotional and informational content for stakeholders, ensuring it is engaging, authoritative, and produced to a high standard. This includes creating, scheduling and

posting social media content across social platforms, and assisting with management of relationships with digital agencies and freelance suppliers.

- Assisting with practical arrangements for internal and external meetings and conferences.
- Responding to and deal with, enquiries from the general public in consultation with colleagues.
- Undertaking other duties as required commensurate with the level of this post.

Personal Effectiveness

- To take responsibility as far as is practical for own personal development to ensure that personal knowledge and skills are updated to ensure effectiveness in meeting work objectives

General

- To show respect to colleagues, external partners and stakeholders, and to understand and adhere to MSC and UUK's equality and diversity policy, MSC and UUK's organisational capabilities, and its value of dignity at work.
- To work collegially, and to support all the teams which the post has contact with, in achieving MSC's objectives.
- Any other duties commensurate with the grade and level of responsibility of this post, for which the post holder has the necessary experience and/or training.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

Last reviewed: January 2019

Person specification

Essential/Desirable	CRITERIA	ASSESSED
A. EDUCATION & QUALIFICATIONS <i>Detail the levels of educational achievement and vocational training necessary to carry out the accountabilities of the post. Include level or standard of qualification.</i>		
	A1. Specialist	
<i>Essential</i>	A degree or equivalent.	<i>Application Form</i>
<i>Essential</i>	Knowledge and experience of communications, media or PR	<i>Application Form</i>
B. EXPERIENCE <i>Detail the level of experience required of the post holder.</i>		
<i>Essential</i>	Experience of managing and updating websites	<i>Application Form</i>
<i>Desirable</i>	Experience of working in a policy environment, preferable in health and/or higher education	<i>Application Form</i>
C. SPECIALIST KNOWLEDGE REQUIRED <i>List the skills or specific personal qualities required to enable the post holder to carry out their accountabilities – (see document on competencies framework).</i>		
	C1 Sector Awareness	
<i>Desirable</i>	Good knowledge of higher education and health policy	<i>Application Form/ Interview</i>
D. OTHER <i>Detail any specific requirements not covered by the above.</i>		
<i>Essential</i>	Excellent communication skills both oral and written.	<i>Application Form/ Interview/Assessment</i>
<i>Essential</i>	IT competent, including good knowledge of Microsoft Office, social media platforms including twitter and the ability to use web tools including WordPress and Google Analytics.	<i>Application Form/ Interview/Assessment</i>
<i>Essential</i>	Good inter-personal skills, able to manage relationships with members as well as with digital agencies and freelance contractors. Ability to deal diplomatically with people of different backgrounds and status	<i>Application Form/ Interview/Assessment</i>
<i>Essential</i>	Effective planning and organisation, able to manage projects to a deadline and with care.	<i>Application Form/ Interview/Assessment</i>
<i>Essential</i>	Great attention to detail – accurate copy-editing and proofreading of text, a good eye for design	<i>Application Form/ Interview/Assessment</i>

<i>Essential</i>	Flexible and motivated self-starter, able to plan and prioritise own work without direct supervision and under pressure	<i>Application Form/ Interview/Assessment</i>
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