

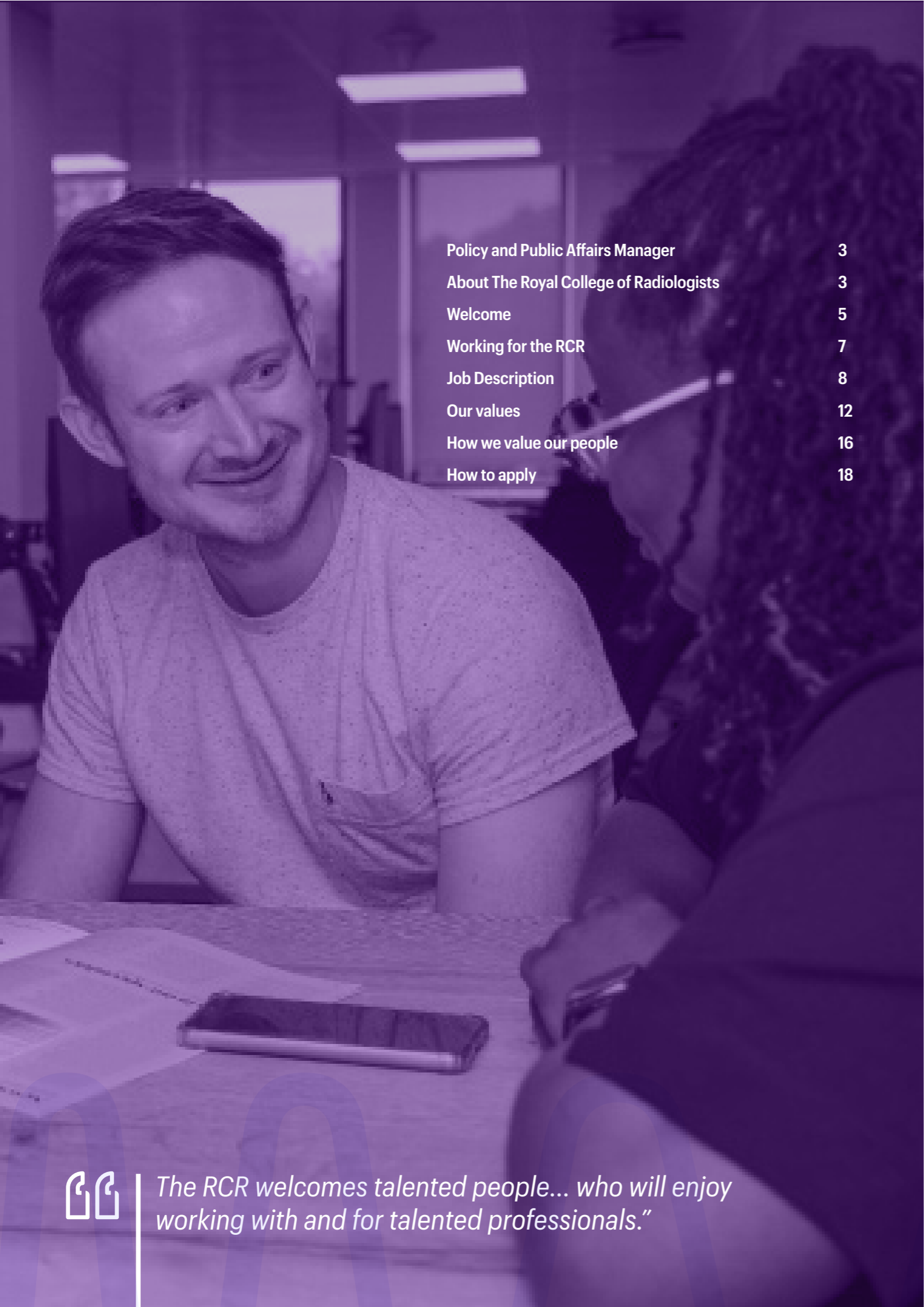


The Royal College of Radiologists

Policy and Public Affairs
Manager candidate pack



The Royal College of Radiologists



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The RCR welcomes talented people... who will enjoy working with and for talented professionals."

Policy and Public Affairs Manager

Salary:	£53,793 per annum, with pay progression up to £59,454 per annum within two years employment, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 23 February 2025
Interview date:	Shortlist interviews are scheduled for 28 February 2025 and selection interviews are scheduled for 5 March 2025.

About The Royal College of Radiologists

Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 14,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: www.rcr.ac.uk

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* (www.livingwage.org.uk) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



Working for the RCR

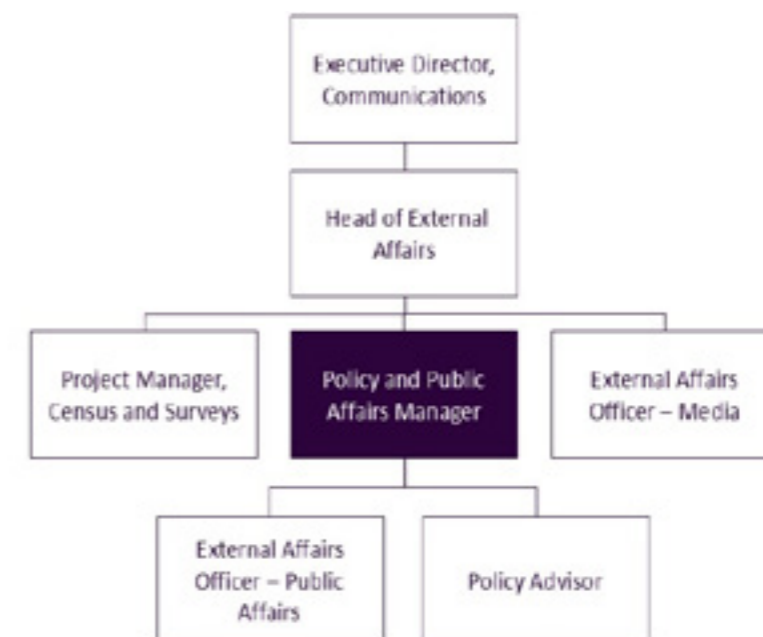
The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

positive impact on behalf of both our members and patients. You will be responsible for the RCR's influencing activity and will work closely with our Officers, elected senior doctors who serve as the College's spokespeople, and with a variety of teams across the RCR.

The Communications Directorate/External Affairs Team

The Policy and Public Affairs Manager role sits within the External Affairs team at the Royal College of Radiologists alongside policy, public affairs, media and data specialists. Our integrated and dynamic team works closely together to identify issues limiting progress in radiology and oncology, then shape and deliver policy and influencing strategies that make a

Where the job fits





Job description

Job title:	Policy and Public Affairs Manager
Responsible to:	Head of External Affairs
Responsible for:	Policy Adviser External Affairs Officer - Public Affairs
Contract terms and hours:	Permanent, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

The role

Overall purpose

The Policy and Public Affairs Manager is responsible for the RCR's policy influencing activity. They ensure a coordinated and strategic approach to policy development and ensure the team's policy activity results in change.

The post holder manages and delivers well-researched outputs with clear policy solutions, including the RCR's annual censuses. They drive change by overseeing the development and execution of influencing strategies, targeting governments across the UK. They also support the team's media activity by providing policy expertise in the development of comments, briefings and media strategies, and represent the RCR at external events, roundtables and meetings

Main areas of responsibility

- Policy and public affairs leadership
- Communications
- Leadership and management
- General

Responsibilities

a. Policy and public affairs leadership

1. Developing and leading a programme of relevant, well-evidenced and compelling policy outputs, with tangible and policy solutions aligned to what will make the biggest impact for RCR members and for patients.
2. Managing a clear framework for policy development including horizon scanning, policy development and effective collaboration with both elected RCR Officers and key staff teams.
3. Using a range of policy development methods including engaging with RCR members, commissioning external insight and roundtable events.
4. Shaping and delivering integrated policy influencing plans that result in policy impact in priority areas, drawing on a range of tactics including stakeholder engagement, parliamentary action and leveraging the media.
5. Leading and owning the policy Lines to Take, building a bank of positions and statements to manage the organisation's official positions and support the team's communications to internal and external stakeholders.
6. Supporting the Policy Adviser to deliver their own high-impact policy projects, ensuring effective collaboration with the External Affairs Officer – Public Affairs on influencing strategies.
7. Supporting the External Affairs Officer – Public Affairs to ensure a coordinated and strategic approach to governmental influencing, aligned to the College's priorities.
8. Working with public affairs, press and social media colleagues to ensure the College is influential and respected.
9. Contributing to the development of work plans and ongoing monitoring and evaluation of team achievements

through the annual planning and reporting processes

10. Proactively building a personal stakeholder network across the health policy sector to gather policy intelligence, identify opportunities for partnership working and support influencing.
11. Supporting College-wide initiatives e.g. Workforce by developing relevant policy recommendations, stakeholder engagement and advocacy strategies as appropriate.

b. Communications

12. Crafting external policy content as required including reports, briefings, speeches, blogs, web content and presentations.
13. Engaging with sector partners and clinicians (e.g. via policy roundtables) to achieve consensus and guidance on particular topics. Briefing RCR Officers ahead of key engagement activities such as senior meetings and media interviews.
14. Ensuring RCR members are engaged and informed about the team's work.
15. Support other External Affairs team members with advice, information and guidance.
16. Providing cover within the team due to sickness/holiday/busy periods etc, including covering the press office when necessary.

c. Leadership and management

17. Lead, motivate, performance manage and develop the Policy and Public Affairs sub-team in accordance with RCR policies and the Scheme of Financial, Contractual and HR Delegation.
18. Promote effective communication between members of the External Affairs team, the wider Communications directorate and other relevant members of RCR staff and stakeholders.
19. Manage records (attendance and absence) of direct reports using the RCR's electronic HR system.
20. Deputise for the Head of External Affairs as required in internal and external meetings and sign-off processes, in periods of absence.

d. General

21. Maintain and manage records in accordance with the RCR's data protection policy and guidance.
22. Maintain documentation on all activities carried out.
23. Undertake such other duties appropriate to the level of the postholder's qualifications and experience as may be required by the RCR from time to time.



Key working relationships

Internal working relationships

- Colleagues in External Affairs – line management, working collaboratively, providing advice and guidance as required.
- President and RCR Officers – seeking their input on policy matters, briefing them for external events and media interviews.
- Faculty Leadership Team meetings and other relevant RCR structures – seeking their input in policy projects, presenting issues for discussion, seeking their agreement on new projects.
- Communications directorate colleagues – communicating to develop digital outputs, working collaboratively to ensure effective communication and involvement of RCR members, and communication to social media audiences.
- Assorted colleagues across the RCR – advice about how External Affairs tactics could boost their impact, collaboration on development and delivery of strategies.

External working relationships

- The Department of Health and Social Care, NHS England and devolved equivalents – building trusting relationships to ensure more informed and impactful policy outputs, and well-targeted influencing strategies.
- MPs, Peers, MSPs, MSs, MLAs – building relationships.
- Relevant health charities and think tanks – sharing information, seeking opportunities for partnership working.
- Other medical royal colleges – sharing information, seeking opportunities for partnership working.



Scope and limits of authority

Decision making level	<ul style="list-style-type: none"> • Direction and work priorities are determined by the External Affairs team annual plan, working to the Faculty Leadership Team's priorities. • Postholder expected to take decisions and advise on areas of agreed responsibility.
Financial resources	<ul style="list-style-type: none"> • N/A
Other resources	<ul style="list-style-type: none"> • Responsibility for developing a pipeline of externally commissioned policy research and data analysis, deferring final approval to the Head of External Affairs or Director of Communications depending on budgetary impact.
People management	<ul style="list-style-type: none"> • Direct management of two staff members
Legal, regulatory and compliance responsibility	<p>Compliance with:</p> <ul style="list-style-type: none"> • RCR's Human Resources (HR) policies • The Scheme of Financial, Contractual and Human Resources • RCR Health and Safety policies • Data protection policies and legislation • Scottish Lobbying Register



The person

Essential (E) or
Desirable (D)

Knowledge, qualifications and experience	
Experience of influencing and effecting change in government policy.	E
Sound knowledge of political and parliamentary process and procedure.	E
Experience writing impactful policy papers and consultation responses.	E
Good working knowledge of the health policy agenda.	E
Experience of managing policy and public affairs professionals.	D
Experience working with a press office function.	E
Educated to degree level or equivalent.	E
Experience of working in the charity sector and/or for a membership organisation.	D
Skills and abilities	
Accurate use and understanding of English.	E
Ability to translate complex policy content into succinct and clear messages	E
Skilled manager of people, able to bring together, motivate, co-ordinate and develop a team.	E
High level oral and written communication skills.	E
Ability to work collaboratively and build and sustain effective working relationships with a diverse range of colleagues, partners and stakeholders at all levels.	E
Ability to identify improvements to ways of working, solve problems, propose practical solutions and negotiate with and influence colleagues across the RCR.	E
Exemplary organisational skills with ability to plan, meet multiple deadlines and prioritise workload in a pressurised environment to meet deadlines.	E
Self-starter, confident to initiate and progress work, knowing when to consult or involve others.	E

Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
- Commitment to equality and valuing diversity and understanding of how this applies to delivery of own area of work.
- Commitment to the aims and charitable objectives of the RCR.
- Self awareness.
- Enthusiasm for learning and development and taking on new tasks.
- Committed to own continuing professional development.
- Demonstrable commitment to providing a professional customer service to colleagues, members and stakeholders.
- Ability to maintain confidentiality and information security in line with our data protection policy and guidance.



Our values



People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients' best interests underpin everything we do.



Behavioural competencies

The RCR's Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

Working together

The College's effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



How we value our people

Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you



do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment [here](#) as well as our equality and diversity policy [here](#).



Great purpose, great people, great working environment and clear direction of travel."

How to apply

The closing date for applications is 23:59 23 February 2025.

Please submit a CV and a covering letter submitted as Full name, Role, CV/CL of no more than a page and half, together with a completed [Diversity Monitoring Form](#).

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

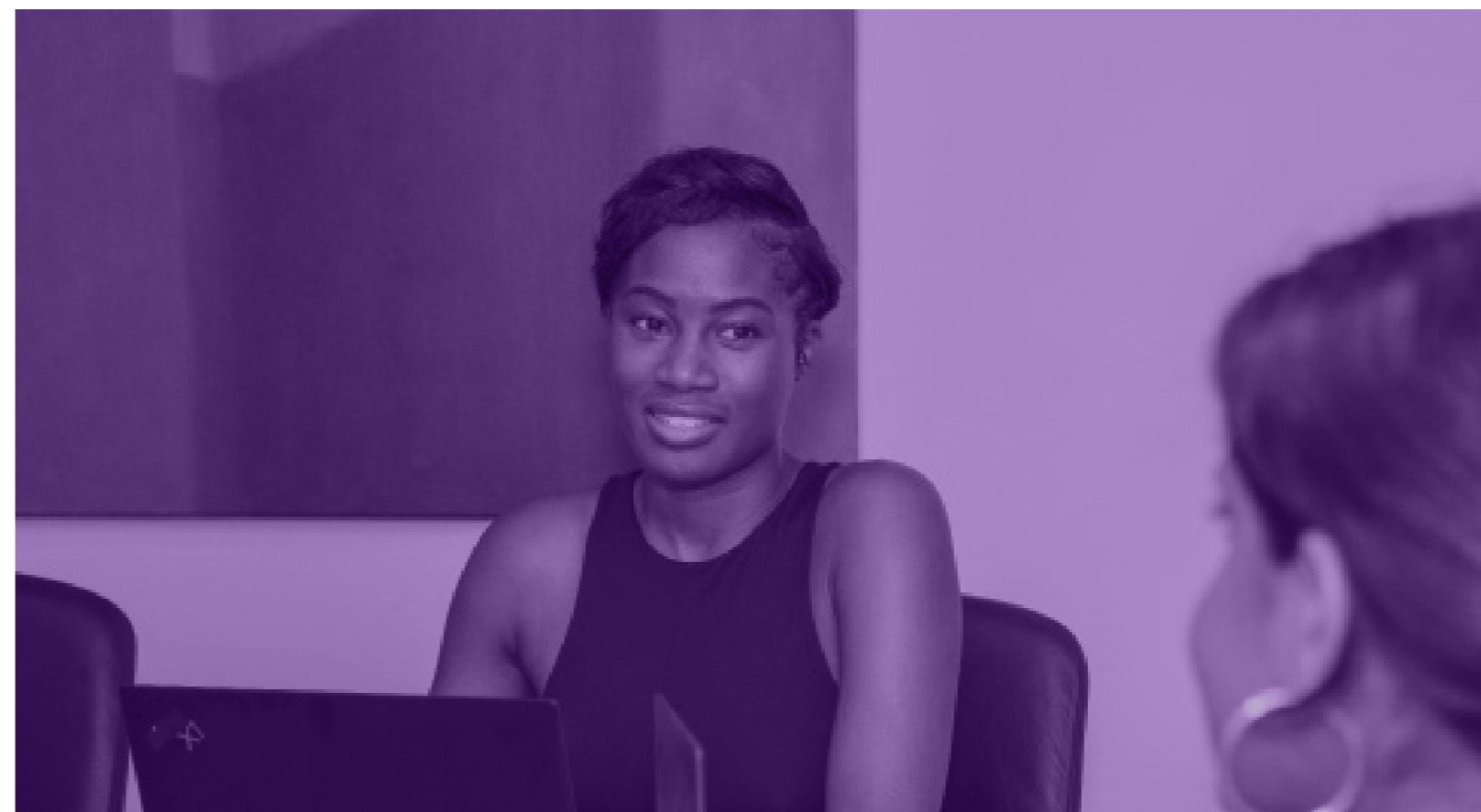
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity [Values & strategy | The Royal College of Radiologists \(rcr.ac.uk\)](#)

Applications should be emailed to jobs@rcr.ac.uk

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 28 February 2025.

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at jobs@rcr.ac.uk





The Royal College of Radiologists

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