

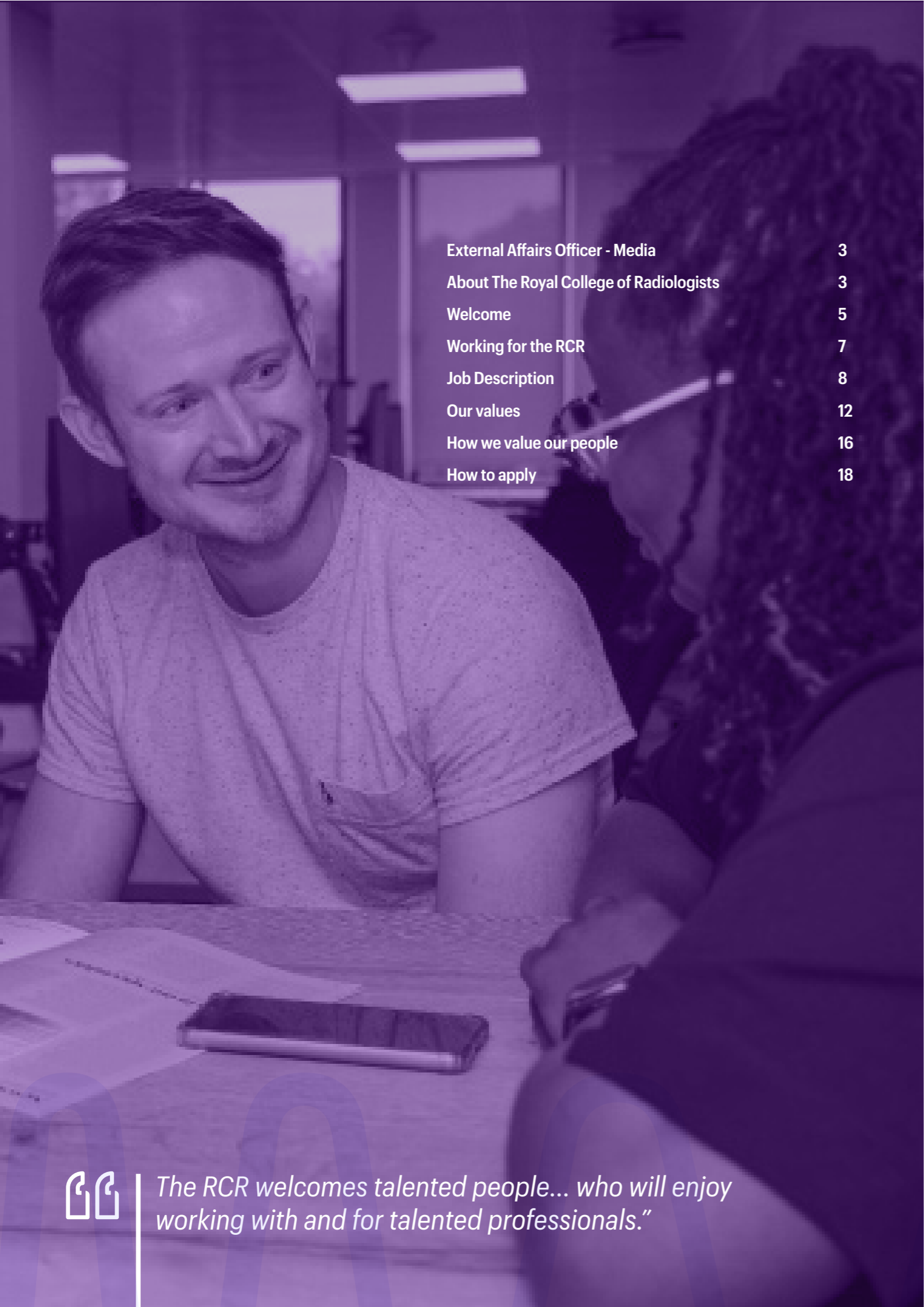


The Royal College of Radiologists

External Affairs Officer - Media



The Royal College of Radiologists



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

External Affairs Officer - Media

Salary:	£43,718 per annum, with pay progression up to £48,319 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 17 February 2025
Interview date:	Shortlist interviews are scheduled for 21 February 2025 and selection interviews are scheduled for 26 February 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

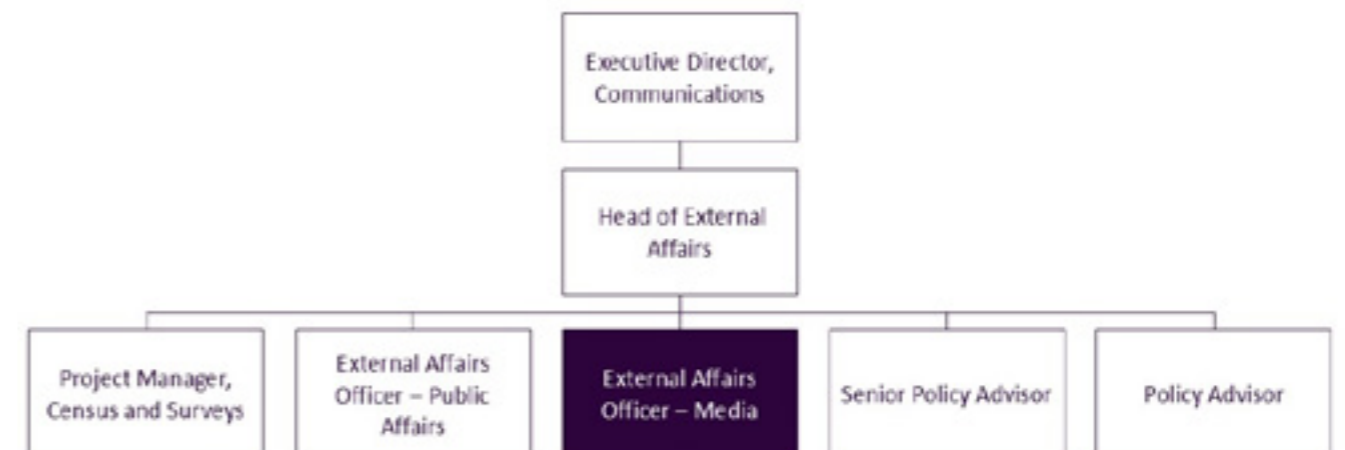
The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered 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.

patients. You will run the RCR's Press Office, responding to media requests while working proactively to build relationships with journalists and other stakeholders. You will also work closely with our Officers, elected senior doctors who serve as the College's spokespeople, and with a variety of teams across the RCR to identify opportunities for boosting profile.

The Communications Directorate/External Affairs Team

The External Affairs Officer – Media role sits within the External Affairs team at the Royal College of Radiologists alongside policy, public affairs 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 positive impact on behalf of both our members and

Where the job fits





Job description

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

The role

Overall purpose

The External Affairs Officer - Media leads the RCR's media engagement activity. They shape our approach to external communications, working with colleagues to identify opportunities to further the College's objectives through media activity, refine communications plans and provide a responsive press office function. They build strong relationships with colleagues, senior clinicians who act as spokespeople, and relevant journalists.

They work as part of an integrated and dynamic External Affairs team to drive change, targeting governments across the UK.

Main areas of responsibility

• Media and external communications • Policy and Public Affairs • Operations • General

Responsibilities

a. Media and external communications

1. Work collaboratively with the Head of External Affairs to develop a media strategy to establish the RCR as go to experts on clinical radiology and clinical oncology, while driving change for the benefit of patients.
2. Provide a highly responsive press office function to boost the RCR's influence, build its profile and support its reputation.
3. Create and deliver on external communications plans for key activities to achieve high profile press coverage and impact – e.g. RCR reports, events and policy statements, creating/commissioning any materials needed by the media (such as comment, photography, direct interviews, briefings and question-and-answer documents)
4. Develop a high level of knowledge of RCR's external-facing policies, projects and initiatives.
5. Conduct competitor analysis and gap analysis to identify priority news outlets and stakeholders to target, then build relationships with journalists across press, broadcast and digital media.
6. Work with external affairs colleagues and the wider comms directorate to create a bank of impactful messaging and stories on key issues.
7. Develop relationships with key partners – cancer charities, NHS Trusts etc – to help us deliver our media messages (e.g. providing case studies, or locations for filming etc).
8. Develop and maintain relationships with relevant external stakeholders and build and maintain organisational networks.
9. Undertake media and social media monitoring to identify proactive and reactive opportunities, as well as emerging stories with relevance to the RCR, keeping team members and Officers briefed as necessary.

10. Build strong relationships and processes across the RCR to identify opportunities for impactful external communication, providing guidance to other teams as appropriate.
11. Act as the first point of contact for all media enquiries and liaison.
12. Act as the out-of-hours media contact for the College, and a key crisis management contact in the event of an out-of-hours business or media emergency.
13. Identify, advise and brief RCR spokespeople and allied experts (appearing on behalf of the RCR) in advance of media involvement.
14. Join project and other groups as required to advise, plan and deliver communications, engagement and promotional activities.
15. Work with colleagues across the directorate to create a bank of case studies, images, and other collateral.

b. Policy and Public Affairs

16. Work collaboratively with other members of the team to help devise and implement influencing strategies, to further the aims and objectives of The Royal College of Radiologists.
17. Provide cover for the External Affairs Officer – Public Affairs as necessary by producing high quality briefings and responses for relevant debates, parliamentary questions and bills etc. collaborating with key internal staff, senior managers, and the RCR's Officers as necessary.
18. Monitor the political and policy environment in England and the devolved nations to identify threats and opportunities to the College's objectives, disseminating and briefing senior RCR leaders and managers as necessary.
19. Develop and maintain contacts in parliament, government, the civil service and with key stakeholders.

c. Operation

20. Daily media monitoring, coverage recording and contextual analysis, providing relevant intelligence to the Head of External Affairs to enable swift responses.
21. Maintain, update and review media and external stakeholder contact lists; maintain effective records of relationships and recent contact with target media.
22. Maintain good records of comments submitted to the media.
23. Organising appropriate media training for RCR spokespeople.
24. Update the RCR Grid with proposed press activity and keep colleagues informed.
25. Represent the RCR at external meetings/events/working parties as required.
26. Maintain and update the media section of the RCR website accurately and in a timely manner.
27. Maintain documentation on all activities carried out.
28. 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.

d. General

29. Maintain and manage records in accordance with the RCR's data protection policy and guidance.
30. Maintain documentation on all activities carried out.
31. 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. Work across the marketing function to support where needed.



Key working relationships

Internal working relationships

- Colleagues in External Affairs working collaboratively, planning strategies and coordinating activities.
- President and RCR Officers – media training, advising them on messaging around key issues, briefing them for media interviews
- 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.
- Senior Management Team – sharing knowledge, advising on external messaging
- Colleagues across the RCR – gathering information, advising on communications tactics.

External working relationships

- National, local, specialist and international media outlets and journalists – build relationships, pitch stories, promote RCR information/messaging on key issues
- Press/media counterparts and relevant project/topic leads at NHS/associated health and patient organisations across the UK – share/gather information, collaborate on stories
- Press/media counterparts at fellow royal colleges and faculties – share/gather information
- Public spokespeople and case studies – provide support to advocate on behalf of RCR
- External stakeholders on an ad hoc basis, e.g. project/topic leads at fellow health sector and industry organisations, political and policy research teams, MPs – provide RCR information, gather information, identify influence opportunities
- Media service providers and associated suppliers



Scope and limits of authority

Decision making level	<p>Responsibility for quality and accuracy of:</p> <ul style="list-style-type: none"> • outbound communications within media and external engagement • accurate reporting of media coverage, stakeholder management • briefings for RCR spokespeople <p>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.</p>
Financial resources	Responsibility for selection and ongoing management of media monitoring providers and associated support.
Other resources	Oversight of information resources in relation to areas of responsibility
People management	N/A
Legal, regulatory and compliance responsibility	<p>Relevant information retention relating to media correspondence, output and coverage</p> <p>Management of media licenses and monitoring services</p> <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



The person

Essential (E) or
Desirable (D)

Knowledge, qualifications and experience	
Extensive experience of delivering press campaigns and responsive press work	E
Experience of delivering corporate communications strategies	E
Experience of influencing stakeholders, and understanding of the opportunities and risks of working collaboratively with other stakeholders	E
Experience of working closely with policy and public affairs colleagues	E
Educated to degree level or equivalent.	E
Relevant vocational or professional communications qualifications	D
General knowledge of or interest in the health sector and issues in healthcare and public policy	D
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
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
Clear and analytical thinker with the ability to exercise sound initiative, judgement and discretion and think through issues to offer practical solutions.	E
Ability to work effectively within the team, working collaboratively with colleagues to deliver tasks and projects.	E
Self-starter, confident to initiate and progress work, knowing when to consult or involve others.	E
Committed to own continuing professional development and enthusiasm for learning and developing and taking on new tasks.	E
Project management skills, including ability to coordinate a range of activities to meet project milestones and deadlines	D

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.



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 16 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.

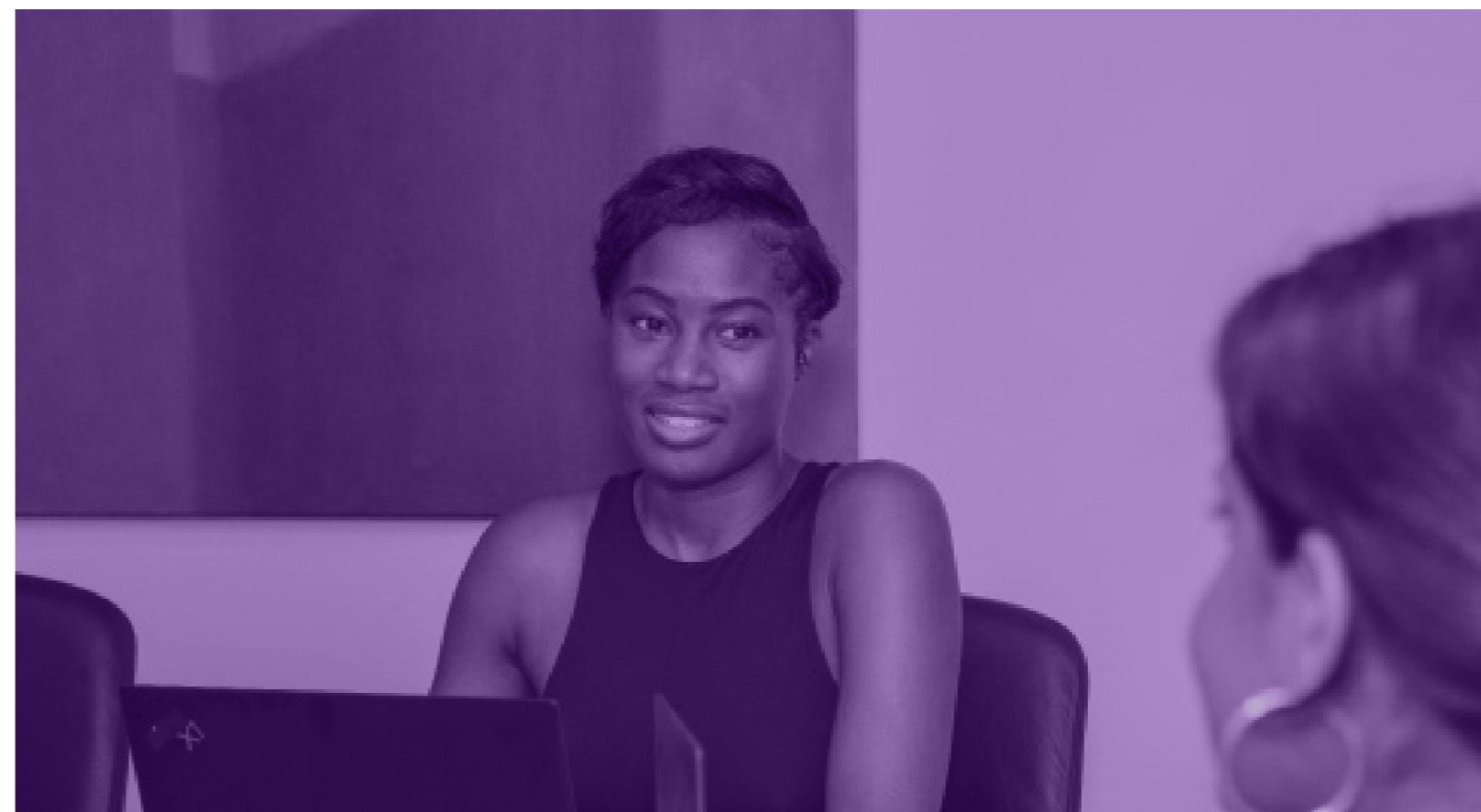
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create 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 21 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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