

Director - Communications, Policy and Research Directorate

Reports to – Chief Executive

Working hours – full time, 35 hours a week, working flexibly to meet the demands of the post

Grade – 9

Job Reference – COM197

The purpose of your role

To support the President and Chief Executive in delivering the effective communications, lobbying effectively to influence national and international policy by leading the following teams:

- External affairs: policy, patient involvement, public relations and public affairs
- Corporate communications and publishing: serial and non-serial publications, digital strategy (web, mass emails, social media strategy), design print and despatch, fundraising and internal communications (including intranet)

You will be responsible for all of the Royal College of Physicians (RCP) internal and external communications, developing and implementing policies aimed at raising the RCP's profile with its key stakeholders, and in particular its membership. As a key member of the strategy executive team, you will be required to provide senior level support to the president, chief executive, senior officers, council, board of trustees, as well as your peers in the executive director team on all matters relating to policy and communications. You will lead a diverse team of circa 35 staff, provide support to 4 direct reports. You will be responsible for the development and delivery of the annual departmental operational plan in line with the strategic direction of the RCP. Integral to this will be the continued development of a high quality team.

How we'll measure your success

- Metrics supporting the RCP's media profile, policy influence, responsiveness to external affairs and the development of strong key stakeholder relationships
- Continuing to build a strong RCP brand and mitigate reputational risk to the organisation
- The success of our publications and member engagement insight
- Your ability to provide effective support to your team and their performance
- Your ability to work effectively with the strategy executive, executive directors, council and the board of trustees
- Delivery of your own objectives (which you'll agree with the chief executive)
- Your personal contribution to our values

What you're accountable for...

Communications

- To co-ordinate all communications activities at the RCP and develop, implement and oversee an agreed RCP communications strategy that will aid in the delivery of the corporate strategy.
- To provide senior level communications advice and support to the president, chief executive, senior officers, council, board of trustees, executive team staff on all matters related to communications.



- To have responsibility for the RCP's external reputation management, including brand, house style, design and print and ensure all RCP departments are aware of the relevant requirements and adhere to them.
- To oversee the development and delivery of all corporate communications and publishing including serial and non-serial publications and design print and despatch.
- To lead the development and delivery of the RCP digital communication strategy (web, mass emails, social media strategy) including development of the intranet.
- To ensure a marketing-led approach to membership, overseeing membership engagement materials and via RCP's communications promoting the benefits of membership to all fellows and members and working towards achieving the set targets for recruiting and retaining members.
- To ensure that the communications techniques, organisation and staffing employed by the RCP are of the highest professional standard.

Policy

- To lead on policy formulation activities across the RCP, ensuring that RCP maximises its impact where appropriate, including with members and fellows, in Whitehall, Westminster and Brussels.
- To oversee the development, co-ordination and delivery of policy at the RCP.
- To work closely with the Academic Vice President on matters relating to the Public Health and Research policy.

Leadership in your director role

- To lead and continuously improve the work of the communications, policy and research directorate.
- To liaise with all other RCP departments providing communications and policy support as necessary.
- To oversee the customer care standards for the college, ensuring a speedy and efficient response to external inquiries.
- To be responsible for the patient and carer network, ensuring it is focused on supporting the delivery of the RCP strategy.
- To support the academic vice president
- To develop and achieve annual operational and budgetary plans for the department and ensure that appropriate systems and resources are in place to allow the RCP to identify and respond promptly and appropriately to current issues
- To keep up to date with developments in strategy, communications and policy and to advise appropriately.
- To keep under continuous review the strategy, channels and methods of external communication and policy support and ensure that the resources are deployed appropriately to the task.

Your experience includes...

Essential

- Background in current affairs and well versed in issues surrounding healthcare.
- Managing staff teams and working closely with Senior Leadership Team
- Managing extensive programmes & projects, including communications and change projects
- Strategic management experience
- Production of draft reports and responses including to government and senior officials in the department of health (DH)



- Providing advice and assistance in the management of information to government and the DH, and, in the other direction, from government, ensuring advance warning given wherever possible.
- Solution focussed to complex internal communications, cultural change challenges and ability to think laterally
- Developing and delivering effective internal communications strategies in medium sized complex organisations

Desirable

- Experience of managing volunteers
- Experience of managing a medium to large scale fundraising activities

Our values

We are committed to **taking care, learning, and being collaborative**. These values drive the way we behave, how we interact with each other, and how we work together to achieve our vision and improve patient care.

We value taking care

This means we behave respectfully towards people, whatever their role, position, gender or background. It means we act as representatives of the RCP, and take decisions in the interests of the organisation as a whole.

We value learning

This means we continuously improve through active learning and honest reflection, so that we grow personally and as an organisation, while striving for excellence. We support learning and development opportunities.

We value being collaborative

This means we work together towards the RCP's vision in a collaborative and professional way, understanding that individuals bring different strengths and approaches to our work. We value diversity and each other's contributions.