

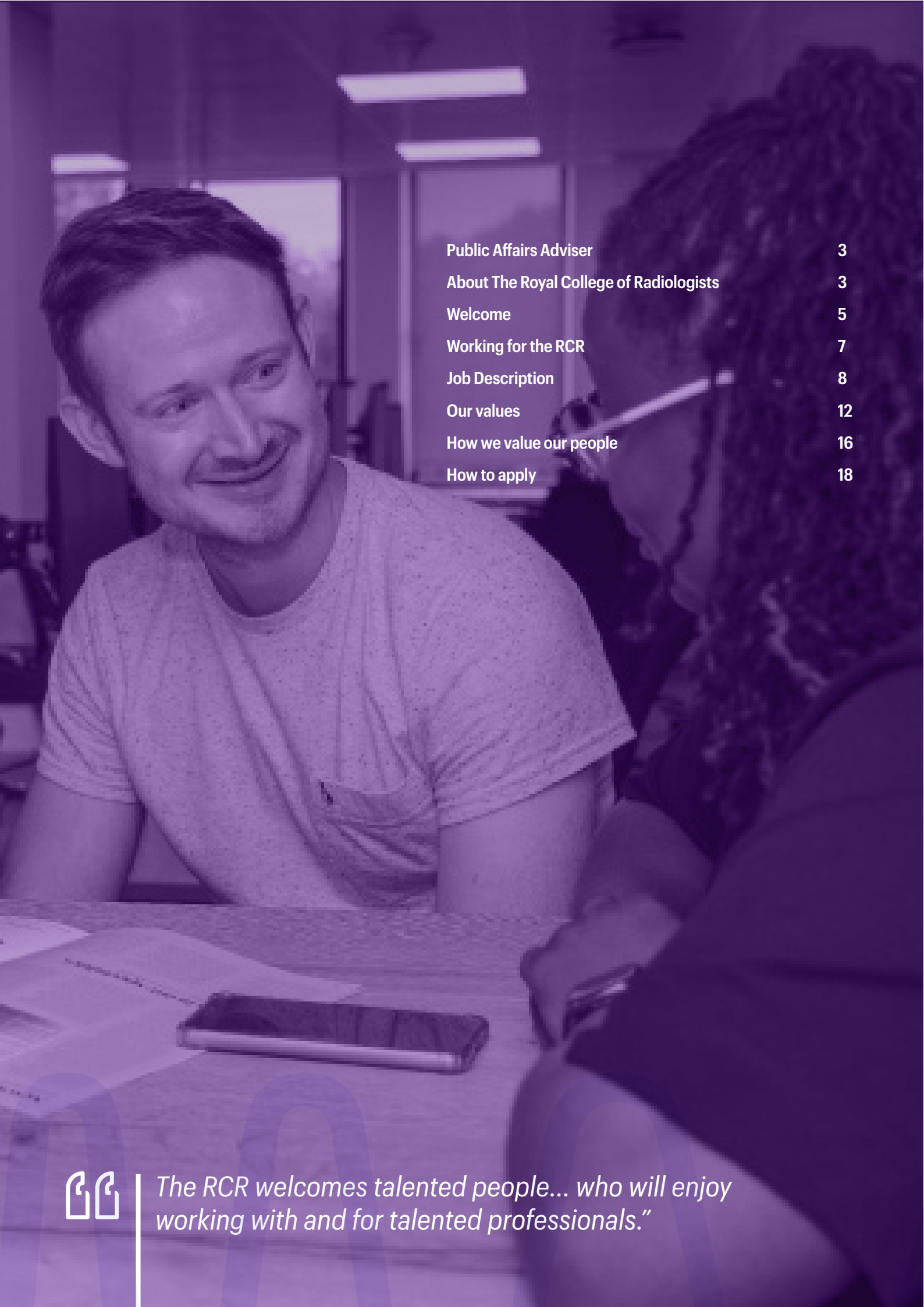


The Royal College of Radiologists

Public Affairs Adviser 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."

Public Affairs Adviser

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 20 July 2025
Interview date:	Shortlist interviews are scheduled for 25 July 2025 and selection interviews are scheduled for 30 July 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.

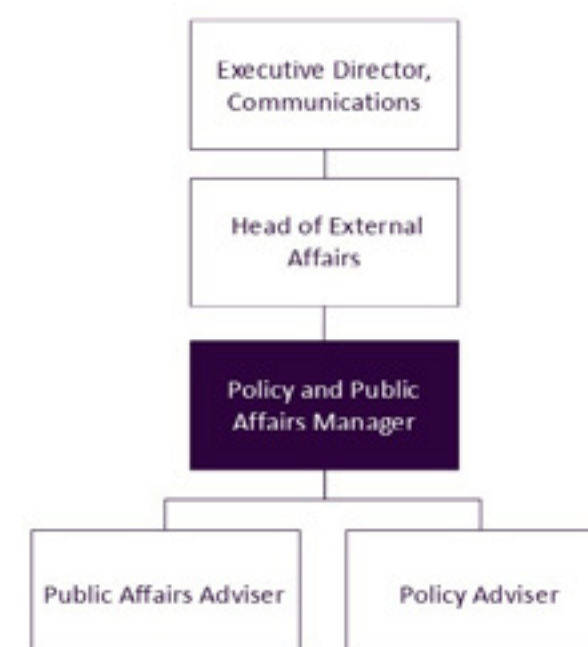
The Communications Directorate/External Affairs Team

Our vision is to be a leading and expert voice of radiology and oncology in the media and among politicians and policy-makers. Sitting within our Communications directorate, the Public Affairs Adviser will play a key part in raising the value of our medical specialties to MPs and Peers in the UK parliament, supporting our effective policy and political influencing and providing advice to RCR representatives

on appropriate responses in the devolved administrations. Internally, the successful candidate will work closely with the RCR's elected officers, senior managers, and policy and media colleagues to understand the issues and challenges faced at the frontline, and to optimise communication of the RCR's policy aims to a political audience. A key challenge will be making the case for increased capacity in the radiology and oncology workforce against the backdrop of an already understaffed NHS, as well as further investment in equipment and IT infrastructure, and the embedding of artificial intelligence.

This is a varied and stimulating role for a talented individual who is keen to use their skills and experience to help bring about improvements in diagnosis and cancer care.

Where the job fits





Job description

Job title:	Public Affairs Adviser
Responsible to:	Policy and Public Affairs Manager
Responsible for:	N/A
Contract terms and hours:	Permanent/full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working
Flexible working:	Employees are required to work from the office for at least 40% of their working week.

The role

Overall purpose

As the Public Affairs Adviser, you will be instrumental in establishing the RCR as a key player in the health agenda, authoritative and 'go to' on all aspects of clinical radiology and clinical oncology among parliamentarians, civil servants and key stakeholders as well as supporting relevant policy activity. You will lead on the planning and delivery of public affairs activity under the direction of the Policy and Public Affairs Manager, and will provide timely and strategic public affairs advice to the RCR's senior leadership team as necessary. You will maximise opportunities to shape our policy asks, consultation responses, thematic reports and statements to maximise political and stakeholder interest. You will work closely with the Policy Adviser, ensuring a joined-up approach, and covering for each other as appropriate.

Main areas of responsibility

- Public affairs
- Policy influencing, communication and engagement
- General

Responsibilities

a. Public affairs

- Work collaboratively with the Policy and Public Affairs Manager and wider External Affairs Team to devise and deliver public affairs activity to further the aims and objectives of The Royal College of Radiologists (RCR).
- Identify and develop strategic relationships with key parliamentarians, civil servants and government advisers of relevance to the realisation of the RCR's strategic priorities.
- Provide strategic advice and support as required to the President, senior Officers and Chief Executive on all matters relating to political influencing, contributing to briefings and preparations for senior-level meetings with politicians, civil servants, and other key decision makers and influencers.
- Create and deliver on public affairs plans which use a range of tactics to achieve high political engagement with key RCR activities– e.g. RCR reports, political roundtables, possible APPG related activity, parliamentary events and policy statements. Create/commission any related materials as needed (such as fact files, Q&A documents, shortened briefings with constituency-level data, PowerPoints, suggestions for oral and written PQs).
- Produce 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.

- Work with the RCR's Standing Committees of Wales, Scotland and Northern Ireland to develop co-ordinated and integrated public affairs activity designed to deliver political influence in the devolved nations and across the UK, and supporting them to establish and maintain strong relationships with key politicians and their advisers.
- Contribute to the assessment of the service provided by the parliamentary monitoring provider. Write and circulate the weekly parliament round up.

b. Policy influencing, communication and engagement

- Work collaboratively with the External Affairs team, including the Media Officer, to support the development and delivery of integrated policy influencing/campaigning activities and related assets to drive progress on RCR-identified priorities.
- Work closely with digital content colleagues to develop online and digital campaigning materials and resources for members and the public as required.
- Undertake political and policy-related monitoring to identify proactive and reactive influencing opportunities and threats and opportunities to the College's objectives, briefing senior RCR leaders and managers as necessary.
- Under the guidance of the Policy and Public Affairs Manager, identify and proactively build alliances with external organisations to help leverage the College's voice on given issues.
- Garner member buy-in to RCR policy asks and public affairs activity by feeding into reports and submissions on the Communication team's activities, evidencing the role and impact of public affairs work in taking forward the RCR's core priorities. Inform and engage the RCR's membership about our public affairs work through the monthly member e-bulletins, RCR's social media accounts and website pages.
- Collaborate with key colleagues across the RCR to develop member and stakeholder engagement initiatives/programmes/events that align to core objectives and influencing priorities.

c. General

- Maintain and manage records in accordance with the RCR's data protection policy and guidance.
- Maintain documentation on all activities carried out.
- Provide the Scottish Lobbying Register with the RCR's returns
- 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

- President and RCR Officers – provide advice, guidance and support, working collaboratively
- Chief Executive and senior managers – provide advice, guidance and support, working collaboratively
- Directorate colleagues – collaborate, share information in support of delivering key priorities
- Devolved nation Standing Committees – share information and provide advice, working collaboratively
- Fellows and members associated with the role

External working relationships

- MPs, Peers, MSPs, AMs, MLAs, Civil Servants – provide briefings, build relationships
- Other Royal medical colleges – networking and liaison on current activities
- Key external stakeholders e.g. NHS bodies, related charities, professional societies and associations – monitor activity, build relations

Scope and limits of authority

Decision making level	<ul style="list-style-type: none">• Make operational decisions on the day-to-day delivery of public affairs plans and projects assigned by the Policy and Public Affairs Manager
Financial resources	<ul style="list-style-type: none">• N/A
Other resources	<ul style="list-style-type: none">• Website information on public affairs work• Other project-related resources as defined
People management	<ul style="list-style-type: none">• N/A
Legal, regulatory and compliance responsibility	<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	
Educated to degree level or equivalent	E
Sound knowledge of political and parliamentary processes and procedure; possessing good grasp of the political environment	E
Experience of influencing stakeholders, and understanding of the opportunities and risks of working collaboratively with other stakeholders	E
Previous experience of working for an MP/Peer or in a public affairs role	D
Experience of devising and delivering political influencing and/or public affairs plans	D
Experience of working in the charity sector and/or for a membership organisation	D
Understanding or experience of a corporate communications function	D
Good working knowledge of the health and/or public policy agenda	D
Skills and abilities	
Accurate use and understanding of English.	E
Excellent written and oral communication skills, with the ability to tailor information for different audiences	E
Good interpersonal skills with the ability to influence others at all levels both internally and externally	E
Good level of IT proficiency	E
Good project and/or event management skills	D
Ability to respond positively to constructive feedback	E
Self-starter with the ability to proactively spot opportunities and follow them up	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
- A strong commitment to equality and valuing diversity
- Commitment to the aims and charitable objectives of the RCR
- The ability to maintain confidentiality and information security
- Commitment to the values and behaviours of the RCR



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 20 July 2025

Please submit a CV and a covering letter (of no more than a page and a half) submitted as Full name, Role , CV/CL 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 25 July 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**



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