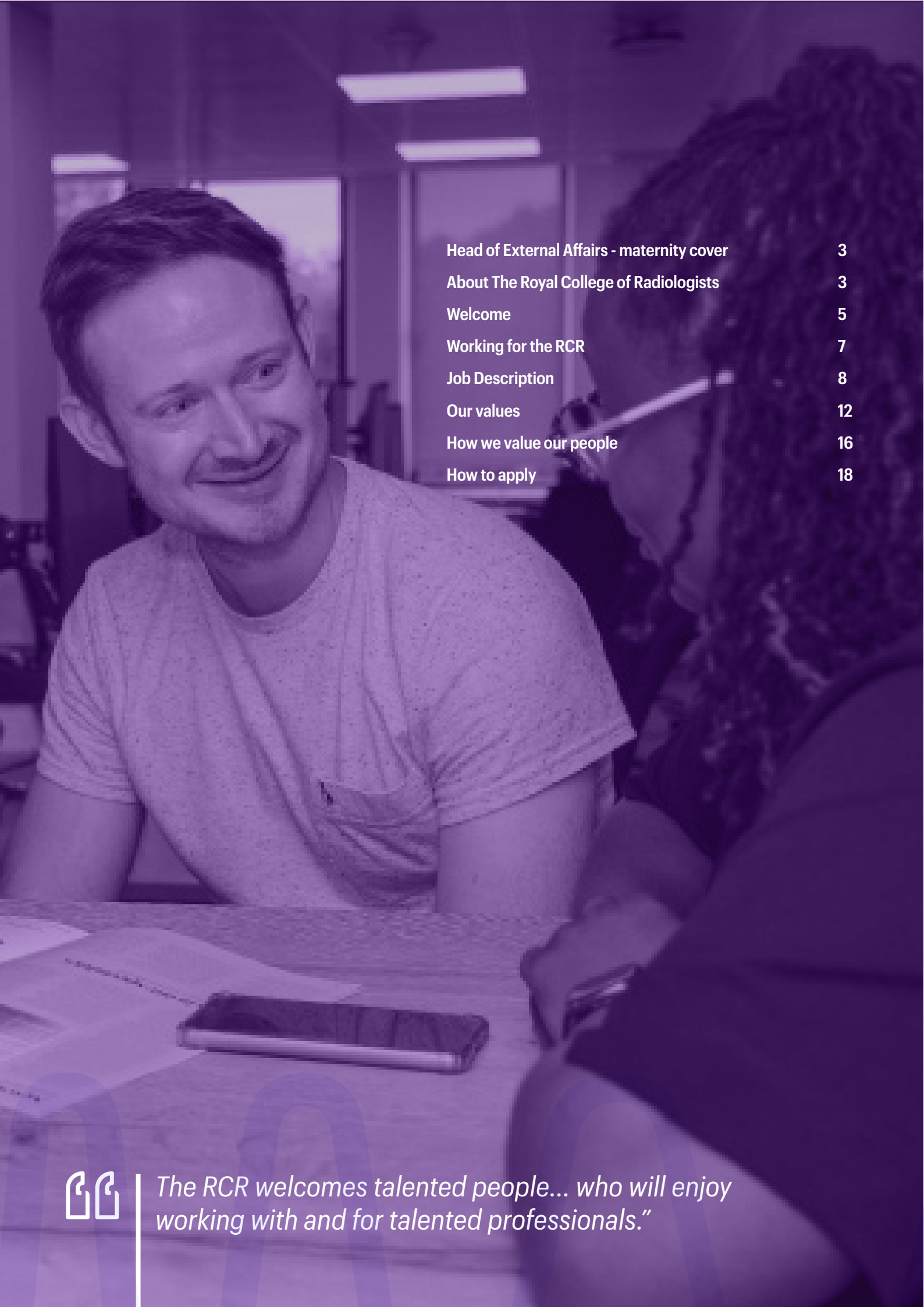


The Royal College of Radiologists

Head of External Affairs -
maternity cover
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."

Head of External Affairs - maternity cover

Salary:	£70,880 - £78,340 per annum dependent on experience, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	14 month fixed-term maternity cover
Closing date for applications:	23:59 15 June 2025
Interview date:	Shortlist interviews are scheduled for 18 June 2025 and selection interviews are scheduled for 25 June 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

Patients depend on clinical radiologists to diagnose via the interpretation of complex scans – approximately 80% of hospital pathways involve diagnostic scanning, and timely diagnosis means better outcomes. Cancer patients, meanwhile, depend on clinical oncologists to treat their cancer with less-invasive radiotherapy. We are looking for a Head of External Affairs - Maternity cover to advocate on behalf of both clinical oncologists and clinical

radiologists, so that they can do their best for their patients.

The External Affairs team, comprising policy, insight, press and public affairs, is responsible for driving our impact and influence on key issues that affect our members. Whether arguing for more workforce and kit; educating stakeholders on the importance of our specialties or highlighting opportunities to improve patient care, the external affairs team work closely together (and with the marketing and digital team) to engage and influence at the highest level, partnering where appropriate with charities, APPGs and others.

You will drive and set direction for this high performing team, building networks amongst our members as well as externally, and overseeing a programme of activity to ensure that our voice is robust, evidenced, relevant and influential on a wide range of issues impacting on our members' work. Politically astute, media savvy, and able to crystallise complex issues into clear asks, you will champion evidence whilst knowing the importance of story, and will ensure that the RCR continues its high impact as a respected, known and authoritative voice.



Job description

Job title:	Head of External Affairs - maternity cover
Responsible to:	Executive Director, Communications
Responsible for:	4 direct reports
	A team of 8 overall
Contract terms and hours:	14 month fixed-term, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

The role

Overall purpose

The Head of External Affairs is a key role within The Royal College of Radiologists, ensuring our influence, credibility and authority on all aspects of diagnostics, cancer, AI and medical education. Bringing together insight, policy, public affairs and media relations, the Head of External Affairs will ensure that RCR's voice is authoritative, compelling and grounded in evidence and practical solutions, mobilising data, clinical insight, policy outputs and parliamentary advocates to create real impact.

The team also has a specific focus on AI, ensuring the College is at the forefront of radiology and oncology by shaping how AI is managed within our specialties through an effective AI strategy. In addition to policy and influencing, this involves working across the RCR to support practical implementation – for example through developing guidance, managing a national registry of AI implementation and forging partnerships.

Main areas of responsibility

- a. Policy – ensuring that we harness evidence, clinical insight and expertise from across the College to develop authoritative policy outputs, which we use to influence change through public affairs, media and stakeholder engagement
- b. Census and Insight – ensure that our flagship Censuses inform, engage and have real impact, whilst building our reputation as experts in our field; ensure that all our policy, public affairs and press work is grounded in insight and evidence, bringing statistics to life with case studies and more
- c. Public affairs – oversee an impactful approach to public affairs, ensuring we have strong relationships with priority parliamentary stakeholders and are influential; partner with like-minded organisations on impactful public affairs tactics
- d. Press and media relations – ensuring that we achieve high profile and well-targeted press coverage, aligned to our proactive priorities while making the most of reactive opportunities; supporting RCR Officers to become expert, high-profile spokespeople on our priority issues; proactively building relationships with key journalists
- e. Stakeholder engagement – ensuring strong relationships within the team and across the RCR, with key decision-makers, opinion formers, relevant health sector organisations such as charities and think tanks, to amplify our reach and influence
- f. AI – overseeing the RCR's AI strategy, working with a range of internal and external stakeholders to identify and develop new opportunities, as well as managing ongoing programmes
- g. Leadership and management

Responsibilities

- a. Policy
 - 1. Guided by our policy priorities, oversee a policy strategy which raises the influence and impact Royal College of Radiologists, working with Officers, external organisations, specialists and staff to ensure that the RCR's policy work is focused, relevant, and positions us as experts and thought leaders across the health landscape and government
 - 2. Represent the College at external events and workshops, representing the College's views on technical aspects of our policy priorities.
 - 3. Work closely with Officers to deliver a programme of policy publications and consultation responses that furthers our influence in oncology, radiology and health policy more broadly
 - 4. Develop and lead a programme of relevant, cutting edge and compelling policy outputs that result in change, positioning the RCR as 'go to' on priority issues such as radiology, oncology, workforce, cancer and diagnostics
 - 5. Support college-wide initiatives eg AI and Workforce by developing relevant policy recommendations, stakeholder engagement and advocacy strategies as appropriate.
- b. Census and insight
 - 6. Oversee the effective running of the census project, ensuring data and reporting that supports clinical directors to plan as well as data, insight and clear recommendations to support our public affairs and media campaigning
 - 7. Lead the wider census project including co-ordinating project objectives and approach to launch, key messages, spokespeople and other assets, media and public affairs strategies, engagement strategy and more to ensure that the census continues to act as our flagship report, securing us profile and credibility whilst supporting direct impact within NHS trusts
 - 8. Ensure that we have the right data and insight to support our influencing and profile-building work, identifying gaps and devising ways to build more knowledge, data and case studies
- c. Public affairs
 - 9. Ensure a strategic, focused and responsive approach to public affairs, working as part of an integrated team to drive change while making the most of reactive profile-raising opportunities; ensure consistently high-quality briefings and outputs
 - 10. Represent the RCR at parliamentary events
 - 11. Form strategic advocacy partnerships where appropriate – with other Colleges, charities, cross-sector working groups, All-Party Parliamentary Groups and more
 - 12. Ensure that parliamentary and political intelligence is provided to key staff and Officers as appropriate
- d. Press and media relations
 - 13. Drive an integrated and strategic communications approach across the external affairs team and RCR more broadly, on proactive priorities, reactive opportunities and crisis communications
 - 14. Drive a proactive media strategy to increase awareness of the RCR, its campaigns and the critical role of radiology and oncology amongst target audiences
 - 15. Support teams across the RCR with strategic communications, securing press coverage for their initiatives and identifying opportunities from around the organisation that could result in press coverage
 - 16. Ensure we take a proactive approach to reaching our audiences through key target media, including through building relationships with relevant journalists



- 17. Work closely with RCR Officers, supporting them through training, briefings and feedback to become high-profile, leading spokespeople on our priority issues
- 18. Establish processes that are efficient, and agile, enabling us to punch above our weight and also focus our resources in the right places
- 19. Work with the wider communications directorate to support communication planning for wider initiatives
- 20. Report on press coverage KPIS and make recommendations based on this data

e. Stakeholder engagement

- 21. Lead our stakeholder engagement across media, government, parliament and, where appropriate other partners (charities, NHS Trusts, other royal colleges etc) to ensure that we can deliver on our objectives
- 22. Ensure RCR members and Officers are engaged in External Affairs, through regular communications and finding opportunities to gather their input when appropriate
- 23. Drive a strategic and coordinated approach to stakeholder engagement across the RCR, working with Officers and other teams to further our reach and influence

f. AI

- 24. Support the AI Manager in their leadership of the College’s AI work, securing the RCR’s place as a leading organisation in the healthcare AI space
- 25. Build a position of thought leadership on healthcare AI through forward-looking policy work and impactful communications, while working effectively with internal and external stakeholders to advance our priorities
- 26. Ensure the College’s AI strategy and programmes of work are being delivered to time and budget, and are well integrated with the External Affairs team’s broader influencing agenda.

g. Leadership and management

- 27. Lead, motivate, performance manage and develop the team in accordance with RCR policies and the Scheme of Financial, Contractual and HR Delegation.
- 28. Oversee the implementation of a new strategy for External Affairs at the RCR
- 29. Promote effective communication between members of the External Affairs team of the wider Communications Directorate and other relevant members of RCR staff and stakeholders.
- 30. Manage records (attendance and absence) of direct reports using the RCR’s electronic HR system.
- 31. Work collaboratively across the communications directorate and organisation more widely, contributing and supporting wider initiatives.
- 32. Ensure that all processes and reporting are up to date – eg consultation log, the Grid, stakeholder contacts, programme of meetings, horizon scanning mechanisms etc

h. General

- 33. Liaise with and represent the RCR at relevant external organisations
- 34. Motivate, encourage and manage an ambitious and effective team
- 35. Maintain and manage records in accordance with the RCR’s data protection policy and guidance.
- 36. Maintain documentation on all activities carried out.
- 37. 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

- Relevant team members across the College, most notably within Marketing and Digital, Governance and Professional Practice
- SMT and Officers

External working relationships

- Press
- Ministers, MPs, APPGs, Select CommitteesWider stakeholders (Spads, civil servants etc)
- Other Royal colleges
- Cancer, heart and stroke charities
- Government bodies, NHS bodies

Scope and limits of authority

Decision making level	<ul style="list-style-type: none">• Leadership of key issues – public affairs, press, policy• Management of integrated projects throughout development and launch, including the annual censuses
Financial resources	<ul style="list-style-type: none">• Non-staff budget will vary, but need competence to manage budget of £200k+
Other resources	<ul style="list-style-type: none">• Maintaining information resources relating to all areas of responsibility
People management	<ul style="list-style-type: none">• Responsibility for eight staff members• Direct management of four staff members (Policy and Public Affairs Manager, Census and Insights Manager, Media Officer, AI Manager)
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none">• Knowledge of GDPR and all regulations relating to media, policy, lobbying and campaigning



The person

	Essential (E) or Desirable (D)
Knowledge, qualifications and experience	
Significant experience of delivering high profile external affairs strategies for complex organisations	E
Experience of influencing and effecting change in government policy through public affairs	E
Experience in leading a policy team	E
Experience in leading a high-profile press function	D
Experience in developing high impact campaigns across a wide stakeholder landscape	E
Demonstrable experience of turning evidence-based policy into compelling asks through both targeted and broader campaigns	E
Skills and abilities	
Accurate use and understanding of English.	E
Ability to translate complex policy into succinct and clear messages	E
Ability to identify issues that will generate press and/or social media stories to secure influence	E
Ability to lead and motivate a cross-functional team to deliver	E
Personal impact and ability to influence others	E
Knowledge of healthcare sector	D
Collegiate and collaborative approach	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 15 June 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.

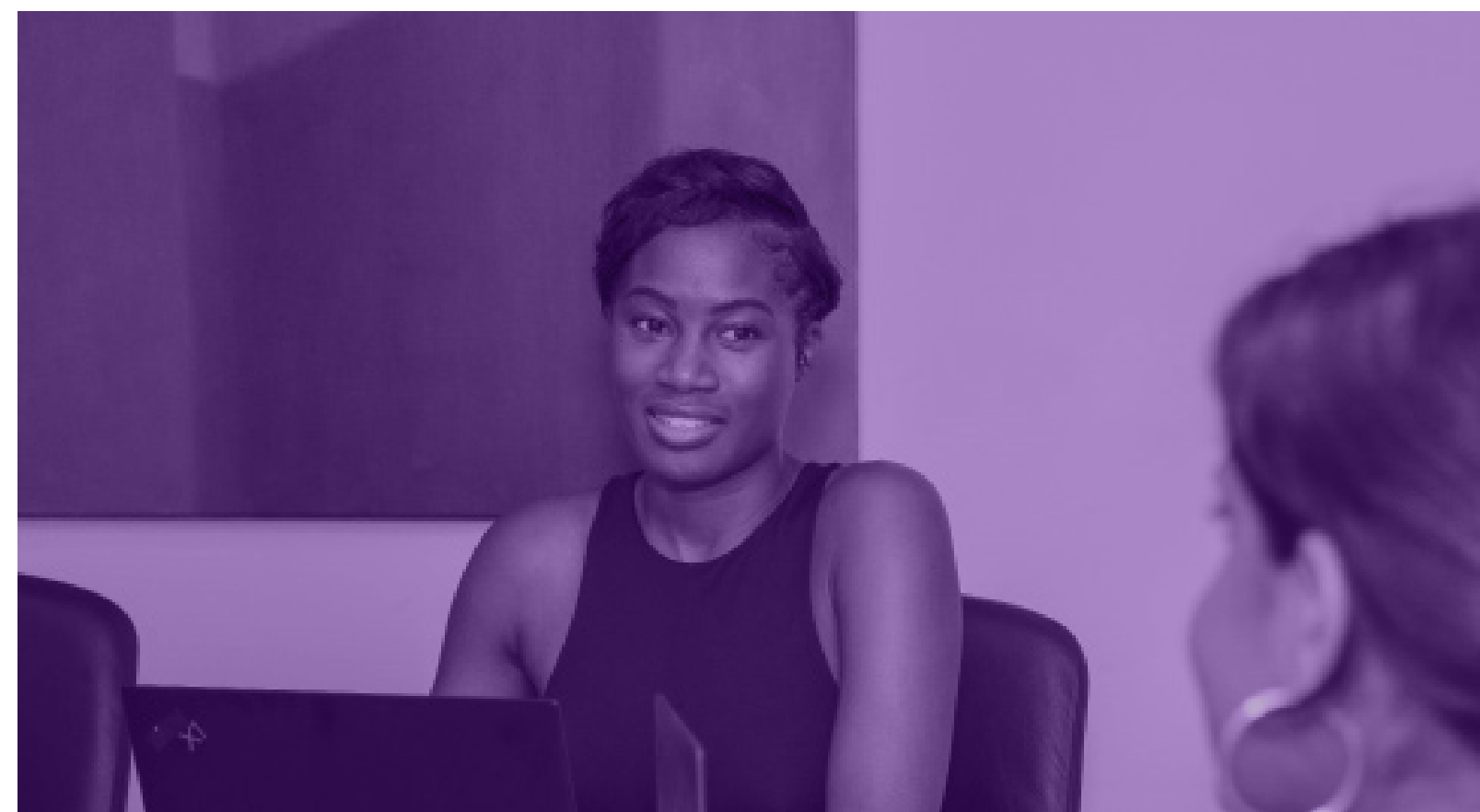
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create 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](https://www.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 18 June 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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