

# The Royal College of Radiologists

## Candidate pack

Head of External Affairs



## Head of External Affairs

**Salary: £59,547 - £65,815 per annum dependent on experience, plus excellent benefits.**

**Location: Central London, with flexible working**

**Hours: Full-time/ 35 hours per week**

**Contractual status: Permanent**

**Closing date for applications: Sunday midnight 9 October 2022**

**Interview date: Shortlist interviews are scheduled for 12 October and selection interviews are scheduled for 18 October 2022.**

## About The Royal College of Radiologists

The RCR leads, educates and supports doctors who are training and working in the medical specialities of clinical radiology and clinical oncology. The RCR is the UK professional, membership body responsible for clinical radiology and clinical oncology with a total membership of over 11,300 worldwide. Further information about the RCR's activities can be found at [www.rcr.ac.uk](http://www.rcr.ac.uk). The RCR is a registered charity, registration no 211540.

We are committed to diversity and equality and we value the benefits a diverse workforce brings. So that we can assess our performance in this area we actively encourage you to complete and submit our diversity monitoring form with your application.

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



# 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 comprehensive website: [www.rcr.ac.uk](http://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 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 has a major change programme over the next year and beyond. Our Transform programme will change the way we work with and for our membership, will focus on high standards of service, will offer even more flexible ways of working, will implement an environmental/green agenda and will exploit the opportunities offered by new technology systems. These will be underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* ([www.livingwage.org.uk](http://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 (Council) 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 Education, Professional Practice and Finance and Resources) supported by about 70 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 new Head of External Affairs 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 is a respected, known and authoritative voice.

### Where the job fits





I am participating  
in the leadership  
for improvement  
programme

## Job description

<b>Job title:</b>	<b>Head of External Affairs</b>
<b>Responsible to:</b>	Executive Director, Communications
<b>Responsible for:</b>	Media Officer Public Affairs Officer Senior Policy Advisor Junior Policy Advisor Project Manager, Census and Insight
<b>Contract terms and hours:</b>	Permanent, full time
<b>Location:</b>	63 Lincoln's Inn Fields, London WC2A 3JW with the ability to work remotely for up to 60% of the working week.

## 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 radiology, oncology, medical education and healthcare around cancer. Bringing together policy, public affairs, campaigns 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, case studies, reports and more to create real impact in our priority areas.

## Main areas of responsibility

- a.** Public affairs – create an impactful public affairs strategy to ensure that we are well connected across government, listened to and that our advice is acted upon.
- b.** Press and profile – ensuring that we achieve high profile press coverage and awareness for our priority policy areas and campaigns, reaching the right audiences and achieving the right balance between proactive and reactive press.
- c.** 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.
- d.** Stakeholder engagement – ensuring strong relationships with press, MPs and ministers, relevant charities, health, government, Officers, and key doctors to ensure that our voice is known, respected, amplified and credible.
- e.** Policy – building on our policy priority work to build a function that delivers authoritative positions, insight and guidance to members, ensuring that our reports drive clinical excellence; member engagement; and public affairs and press work.
- f.** Leadership and Management.

## **Responsibilities**

### **a. Public Affairs**

- 1.** Create a public affairs strategy for our key policy and campaign areas to ensure that we know the levers for change and that our voice is heard by decision makers and that we build a reputation for being thought leaders and 'go to' – including media, platforms, working groups, All Parliamentary Groups, partnerships with cancer charities and more
- 2.** Lead a focused and responsive public affairs function, ensuring that the RCR is clear, consistent and authoritative in its priority policy areas
- 3.** Ensure that parliamentary and political intelligence is provided to key staff and Officers as appropriate

### **b. Press and profile**

- 4.** Drive our media strategy to increase awareness of the RCR, its campaigns and the critical role of radiology and oncology amongst target audiences.
- 5.** Support teams across the RCR to secure press coverage for their initiatives, and identify activities around the organisation that can drive press coverage
- 6.** Establish our key target media to reach key audiences, and ensure that we are involved in the debate/ conversation around our priority policy areas
- 7.** Lead on crisis comms across the organisation
- 8.** Establish a 'platform' strategy for events/ conferences to ensure that the RCR's voice is heard by key audiences and that it is considered 'go to' on its policy priority areas.
- 9.** Establish processes that are efficient and effective, enabling us to punch above our weight and also focus our resources in the right places
- 10.** Work with the wider communications directorate to support communication planning for wider initiatives
- 11.** Report on press coverage KPIS and make recommendations based on this data

### **c. Insight and stakeholder engagement**

- 12.** Ensure that the census project is run effectively, creating 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
- 13.** Lead the wider census project including co-ordinating launch date, social assets, spokespeople, key messages, 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 our key stakeholders (including clinical directors and NHS Trusts)
- 14.** Ensure that we have the right data to support our campaigns, identifying gaps and devising ways to build more knowledge, data and case studies
- 15.** 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

### **d. Policy**

- 16.** Guided by our policy priorities, devise, develop, and lead a policy strategy to raise the profile, credibility and influence of the 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
- 17.** Represent the College at external events and workshops, representing the College's views on technical aspects of our policy priorities.
- 18.** Work closely with Officers to deliver a programme of policy publications and consultation responses that fits with our strategy and ensures our authority in the fields of oncology and radiology



19. Develop and lead a programme of relevant, cutting edge and compelling policy reports that support members/clinical care/public affairs, positioning the RCR as 'go to' on all aspects of radiology, oncology, workforce, cancer and diagnostics
20. Support college-wide initiatives eg AI and Workforce with relevant policy recommendations, data, insight etc as needed.

**e.** Leadership and management

21. Lead, motivate, performance manage and develop the team in accordance with RCR policies and the Scheme of Financial, Contractual and HR Delegation.
22. Promote effective communication between members of the External Affairs team of the wider Communications Directorate and other relevant members of RCR staff and stakeholders.
23. Manage records (attendance and absence) of direct reports using the RCR's electronic HR system.
24. Work collaboratively across the communications directorate and organisation more widely, contributing and supporting wider initiatives.
25. Ensure that all processes and reporting are up to date – eg consultation log, the Grid, stakeholder contacts, programme of meetings, horizon scanning mechanisms etc

**f.** General

26. Liaise with and represent the RCR at relevant external organisations
27. Motivate, encourage and manage an ambitious and effective team
28. Maintain and manage records in accordance with the RCR's data protection policy and guidance.
29. Maintain documentation on all activities carried out.
30. 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*

- SMT and Officers
- Head of Marketing and Digital

### *External working relationships*

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

## Scope and limits of authority

<b>Decision making level</b>	<ul style="list-style-type: none"><li>▪ Leadership of key issues – public affairs, press, policy</li><li>▪ Management of Census delivery and launch</li></ul>
<b>Financial resources</b>	<ul style="list-style-type: none"><li>▪ Non-staff budget will vary, but need competence to manage budget of £200k+</li></ul>
<b>Other resources</b>	<ul style="list-style-type: none"><li>▪ Maintaining information resources relating to all areas of responsibility</li></ul>
<b>People management</b>	<ul style="list-style-type: none"><li>▪ Direct management of five staff members across policy, press, public affairs and insight</li></ul>
<b>Legal, regulatory and compliance responsibility</b>	<ul style="list-style-type: none"><li>▪ Knowledge of GDPR and all regulations relating to media, policy, lobbying and campaigning</li></ul>



## The person

	Essential (E) or desirable (D)
<b>Knowledge, qualifications and experience</b>	
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.	E
Experience in developing high impact campaigns across a wide stakeholder landscape.	D
Demonstrable experience of turning evidence-based policy into compelling asks through both targeted and broader campaigns.	E
<b>Skills and abilities</b>	
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

- 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.

“  
**I find the work I’m given interesting, varied and challenging. I’m given lots of opportunities to develop in my role.**”

## Our values

### People focus

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

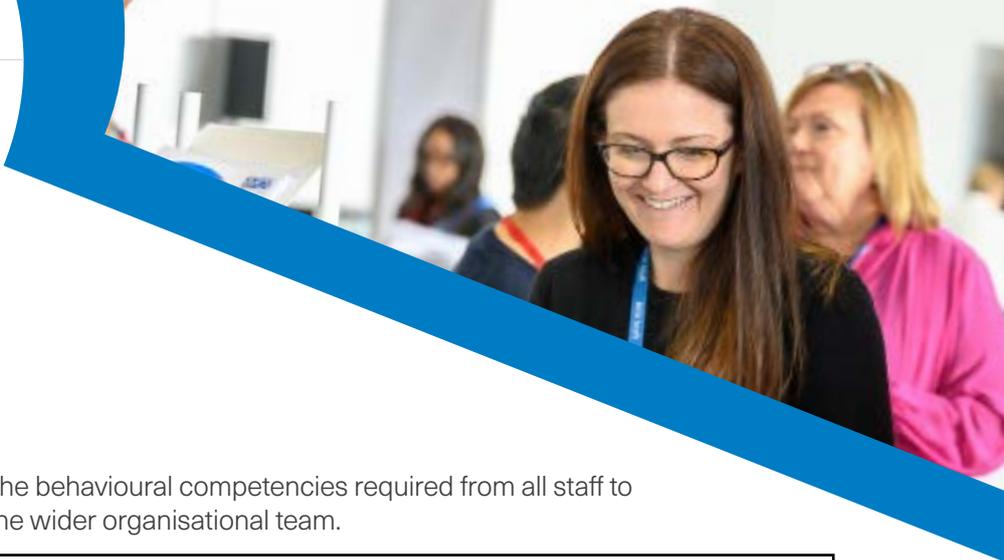
### Integrity

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

We recognise that our people are central to our ability to deliver high-quality and professional services. We offer a welcoming working environment, and a commitment to good people management, including our performance and development review process.

### Learning and development

We are committed to supporting all employees' learning and development. Ensuring every employee has a learning and development plan is part of our annual performance development process.

### Working environment

We are a friendly team, located in a quiet and attractive square in central London, close to transport links, in a well-resourced, light and airy building.

### Wellbeing support

We provide a range of benefits to support staff wellbeing: employee assistance programme, assistance with eye test costs and lenses if related to the role, and flexible working hours for staff after completion of their initial period, including the possibility of some working from home. We also provide staff with free tea, coffee and fruit juice while in the office.

### Pension and life assurance provision

All employees are eligible for the statutory provision, and additionally we provide a good pension scheme with 15% employer contributions (employee contribution is 5%) no later than three months after the start of employment.

The RCR has a life assurance and personal accident policy covering all current employees.

### Other benefits

- Generous holidays starting at 25 days per annum, and increasing with service.
- Closure days between Christmas and New Year.
- Interest-free season ticket loan.

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**My colleagues and peers are great fun to work with and I enjoy working alongside lots of different people to deliver my job.**



## How to apply

The closing date for applications is midnight 9 October 2022.

Please submit a CV and a covering letter, 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.

Applications should be emailed to [jobs@rcr.ac.uk](mailto: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 12 October 2022.

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](mailto:jobs@rcr.ac.uk)

## Equality and diversity statement

The RCR is committed to equality and diversity in its role as an employer, valuing the benefit a diverse workforce brings. It is our intention not to discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation (Equality and Diversity Policy: [www.rcr.ac.uk/equality-diversity-policy](http://www.rcr.ac.uk/equality-diversity-policy)).



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