

# The Royal College of Radiologists

## Candidate pack

Public Affairs Officer



# Public Affairs Officer

**Salary: £38,286 per annum**

**Location: Home-working in the interim but usually 63 Lincoln's Inn Fields, London, WC2A 3JW**

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

**Contractual status: Permanent**

**Closing date for applications: midnight on Wednesday 9 December 2020.**

**Interview date: shortlisting interviews are scheduled for Monday 14 December with final stage interviews taking place on Monday 21 December 2020.**

## 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.

### What our employees say about working at the RCR

To help us understand what we are doing well as an employer and what we could do better, we run a regular employee feedback survey. The latest survey showed a satisfaction that exceeded external benchmarks on 25 out of 26 questions, and staff satisfaction was highest in relation to people management and job satisfaction.

- 96% of employees would recommend the RCR as a good place to work.
- 89% of employees enjoy their job.
- More than 90% feel well supported and trusted by their line manager.
- 94% are clear about their role and how it contributes to the RCR.
- Over 87% of employees feel they are encouraged to develop in the role.
- 84% of employees feel diversity is valued.



# 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 Executive Office and Communications Team

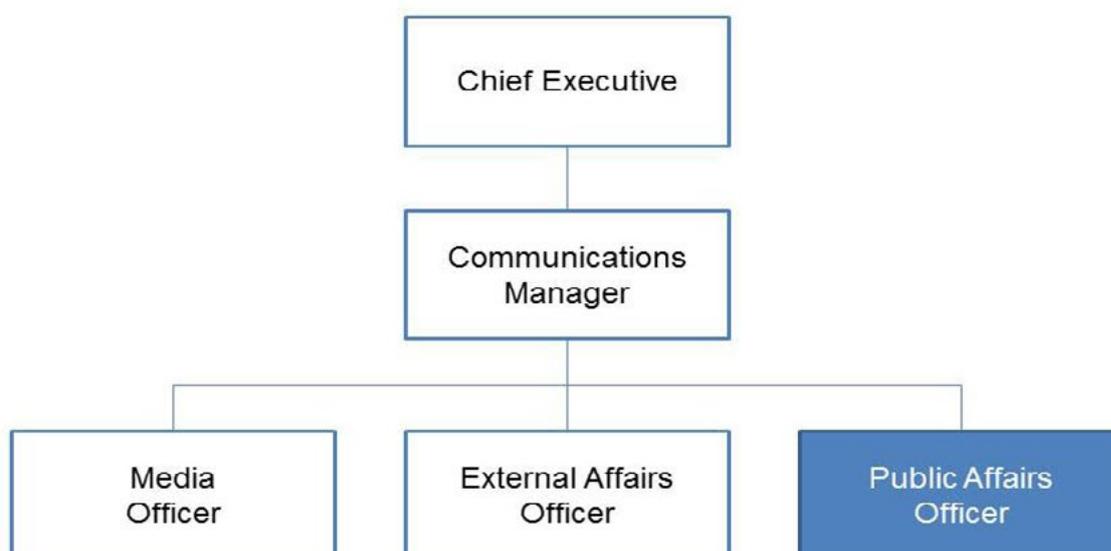
Our vision is to be a leading and expert voice of radiology and oncology in the media and among politicians and policy-makers. Sitting within a newly-formed Communications directorate, the new role of Public Affairs Officer will play a key part in raising the value of our medical specialties to MPs and Peers in the UK parliament and provide 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 media and policy 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.

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 improvements to cancer care.

### Where the job fits





I am participating  
in the leadership  
for improvement  
programme

## Job description

<b>Job title:</b>	<b>Public Affairs Officer</b>
<b>Responsible to:</b>	Communications Manager
<b>Responsible for:</b>	N/a
<b>Contract terms and hours:</b>	Permanent, full time
<b>Location:</b>	63 Lincoln's Inn Fields, London WC2A 3JW

## The role

### *Overall purpose*

This is a new and exciting opportunity to join The Royal College of Radiologists' (RCR) Communications Team. As the Public Affairs Officer you will be instrumental in raising the profile and issues of the RCR and our beneficiaries among parliamentarians, civil servants and key stakeholders. You will lead on the planning and delivery of all public affairs activity under the direction of the Communications Manager, and provide timely and strategic public affairs advice to the RCR's senior leadership team as necessary. You will maximise opportunities to highlight the value of radiology and oncology to government and politicians.

## Main areas of responsibility

- a. Strategic development & implementation
- b. Monitoring & information
- c. Campaigns and engagement
- d. Impact & evaluation
- e. General

### *Responsibilities*

- a. Strategic development & implementation
  1. Work collaboratively with the Communications Manager to devise and implement a public affairs strategy to support the overarching Communications strategy to further the aims and objectives of The Royal College of Radiologists.
  2. 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, senior-level figures at the Medical Royal Colleges and other key decision makers and influencers where required.
  3. Identify key parliamentarians, civil servants and government advisors of relevance to the realisation of the RCR's strategic priorities and recommend appropriate tactics for effective engagement on the RCR's key issues.
  4. Work closely with the Policy and Academic Research team to optimise the reach and influence of the RCR's advocacy work.

5. Work with the RCR's Standing Committees of Wales, Scotland and Northern Ireland to develop a co-ordinated and integrated public affairs strategy 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.
6. Under the guidance of the Communications Manager, identify and proactively build alliances with external organisations to help leverage the College's voice on given issues.

**b.** Monitoring and information

7. 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.
8. Monitor the political 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.
9. Develop and maintain public affairs contacts in parliament, government, the civil service and with key stakeholders.
10. Develop public affairs approaches and responses in co-ordination with RCR representatives in the devolved nations.
11. Contribute to stakeholder-mapping exercises as directed.
12. Contribute to the delivery of training on public affairs to RCR staff, Officers and members as necessary.

**c.** Campaigns and engagement

13. and implementation of integrated communication plans, working closely with the RCR's media lead and other communications colleagues to ensure a coordinated and effective approach.
14. Increase political and member buy-in for RCR campaign/policy asks, and help secure progress on key priority areas for the RCR from parliamentarians.
15. Collaborate with key colleagues across the RCR to develop member and stakeholder engagement initiatives/programmes/events that align to core objectives and campaigns.
16. Work closely with digital content colleagues to develop online and digital campaigning materials and resources for members and the public.
17. 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.

**d.** Impact and evaluation

18. Contribute to the assessment of the service provided by the parliamentary monitoring provider. Disseminate and analyse relevant monitoring information in a timely way.
19. Feed 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.

**e.** General

20. Maintain and manage records in accordance with the RCR's records and information policies.
21. Maintain documentation on all activities carried out.
22. 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 – provide briefings, build relations
- 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

<b>Decision making level</b>	<ul style="list-style-type: none"> <li>■ Make operational decisions on the day-to-day delivery of public affairs plans and projects assigned by the Communications Manager</li> </ul>
<b>Financial resources</b>	<ul style="list-style-type: none"> <li>■ N/A</li> </ul>
<b>Other resources</b>	<ul style="list-style-type: none"> <li>■ Website information on public affairs work</li> <li>■ Other project-related resources as defined</li> </ul>
<b>People management</b>	<ul style="list-style-type: none"> <li>■ N/A</li> </ul>
<b>Legal, regulatory and compliance responsibility</b>	<p>Compliance with:</p> <ul style="list-style-type: none"> <li>■ RCR's Human Resources (HR) policies</li> <li>■ The Scheme of Financial, Contractual and Human Resources</li> <li>■ RCR Health and Safety policies</li> <li>■ Data protection policies and legislation</li> </ul>

## The person

	Essential (E) or desirable (D)
<b>Knowledge, qualifications and experience</b>	
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 public affairs consultancy	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
Working knowledge of the role of social media in communication campaigns	D
<b>Skills and abilities</b>	
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
Excellent team player and collaborative approach	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

- A strong commitment to equality and valuing diversity.
- Commitment to the aims and charitable objectives of the RCR and the RCR values.
- The ability to maintain confidentiality and information security.



## 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.**

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

## 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.

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



## 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.

## How to apply

The closing date for applications is midnight on Wednesday 9 December 2020.

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 shortlisting interviews on Monday 14 December with final stage interviews taking place on Monday 21 December 2020.

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)).

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



The Royal College of Radiologists

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