
COMMUNICATIONS AND ENGAGEMENT OFFICER

JOB DESCRIPTION

Location: This role is located at Apothecaries Hall. Staff currently have flexibility to work up to two days per week from home.

Salary: circa £32,000 per annum

Probation: 6 months

Benefits: The pension scheme is a defined contribution scheme, and the Society matches employee contributions up to 10% of salary. Annual leave is currently up to 28 days in total, including a two-week shutdown at Christmas, plus the usual public holidays. We are an equal opportunities employer, and no member of staff receives less than the London Living Wage.

Report to: The Clerk

Responsible for: No direct reports

INTRODUCTION

An incredibly rare in-house opportunity has arisen for a Communications & Engagement Officer to join one of the City of London's most historic and prestigious organisations.

This is a wonderful opportunity for a Communications & Engagement professional to join an organisation steeped in history – one of London's premier Livery Companies. It was set up as a member's association specifically to support doctors, pharmacists, and other health professionals, with the purpose of furthering education, research and innovation in the medical field. Today, the organisation boasts many offerings; from educational services, to charitable activities, award ceremonies and high status social events. This is a newly created Communications & Engagement role to help maintain effective engagement between the organisation, its members and external audiences.

ABOUT THE ROLE

This role is fundamental to effective engagement both within the Society and with external audiences. It has been created to help members value their involvement with the Society, and for external audiences to recognise what is on offer and how they will benefit from engaging with the Society.

“The Society” refers to all of the Society’s constituent parts, including the Faculties, Examinations, Charities, and the Society itself. This role requires a collaborator who will bring all these strands together so staff, members and external audiences have a sense of there being “One Society” all working towards a common purpose.

PURPOSE OF THE ROLE

Be the sole point of contact for communications and engagement within the Society to bring members and external target audiences together to support the medical profession in the pursuit of excellence.

MAIN DUTIES AND RESPONSIBILITIES

1. Create and manage a communications function in-house to serve all areas of the Society.
2. Deliver the communications strategy, which supports the Society's purpose and objectives.
3. Guardian of the Society's brand, including visual collateral, tone of voice and owned channels of communication.
4. Work across the Society to ensure consistency of message in all communications.
5. Curate and disseminate written and visual content across the Society's communications channels, e.g. website, digital newsletters, annual review, social media, media relations, printed leaflets.
6. Measurement and evaluation of activities against the Society's goals and objectives to inform the way forward.
7. Reputation management advice to the Clerk, Court, Private Court, and others as required.
8. Market the Society's activities including events, lectures, examinations, and courses to attract attendance.
9. Devise campaigns within the current strategic framework to meet stated objectives.
10. Be mindful of accessibility and inclusion in all communications.
11. Build and maintain relationships across all internal departments to develop, coordinate and facilitate effective communications.

Knowledge, Skills and Attributes

Category	Description	Essential	Desirable
Leadership	<ul style="list-style-type: none">- Work on your own without supervision- Lead an in-house communications function	Y	Y
Problem-solving & decision-making	<ul style="list-style-type: none">- Approach problems with sound reasoning and judgement- Devise appropriate solutions	Y Y	-
Business Literacy	<ul style="list-style-type: none">- Understand how the communications function impacts revenue generation	Y	Y

	- Appreciation of the business drivers for a livery company		
Resource Management	- Prepare, justify and maintain budgets	Y	
Managing relationships	- Build and maintain effective business relationships, internal and external	Y	
	- Collaborative team player	Y	
Planning	- Work effectively and efficiently under pressure and to deadlines	Y	
	- Develop campaigns to meet new and developing requirements		Y
Analytical skills	- Filter and process data / information and extract what is valuable, to inform the way forward		Y
Implementation	- Project manage campaigns and juggle multiple (and sometimes competing) activities simultaneously	Y	
	- Deliver integrated campaigns	Y	
Evaluation and Measurement	- Experience / knowledge of a range of effective and accepted communications metrics to evaluate the impact of activities	Y	
Communication	- Confident communicator (written and verbal)	Y	
	- Convert complex information to easy-to-understand clear language		Y
	- Convey information in the style appropriate for the channel and audience/s	Y	
	- Experience of a wide variety of communications channels	Y	
	- Working knowledge of website development, in particular WordPress		Y

PERSON SPECIFICATION

The following are considered desirable in the role:
 Membership of a professional body, i.e. CIPR or CIM
 Commitment to continuing professional development
 Accredited or Chartered Practitioner

Understanding of Livery Companies
Experience of membership organisations
Experience of health service related organisations
Experience of academic organisations