



The Royal College of Pathologists

Celebrating 50 years 1962–2012

Public Affairs Officer Job Description

Responsible to: Press and Communications Manager

Accountable to: Head of Communications

Working hours: Part-time (21 hours per week Monday - Wednesday)

Location: The Royal College of Pathologists, 2 Carlton House Terrace, London SW1Y 5AF or any of the place(s) of business of the College.

Introduction

The College is a professional membership organisation dedicated to the advancement of the science and practice of pathology. There are currently approximately 8500 members, all of whom are pathologists based in hospitals, universities and laboratories in the UK and overseas. The College's main tasks are to set and maintain training standards for young doctors and scientists, to advise on the appointment of consultants, to ensure the membership is kept up to date with current practice through the continuing professional development scheme, and to promote the latest developments in pathology by holding scientific meetings.

The College's mission is to promote excellence in the practice of pathology and to be responsible for maintaining standards through training, assessments, examinations and professional development.

The purpose of the Communications team is to enhance the reputation of the College and promote pathology and the College to targeted audiences.

This is done through: working with the media, providing a fast and professional point of contact for all media enquiries; public affairs (engagement with politicians, civil servants and other key stakeholders); our website/social media and publishing (the quarterly Bulletin, Annual Report, best practice guidance and a range of pamphlets and briefing materials); and a planned programme of support for public engagement including National Pathology Week and national science festivals.

Job Summary

The public affairs officer is a new role, and the successful candidate will have the opportunity to build the public affairs profile of the College. Working with colleagues and pathologists, you will raise awareness and understanding of the value of pathology in Westminster and Whitehall, influencing policy and contributing to the development of our strategy in the run up to next year's General Election and beyond.

It will need an active approach to relationship building and identifying opportunities for the College to influence.



The post-holder will play a leading role in developing the College's interaction with politicians, their staff and other stakeholders, fostering the profession's relationships with them.

Key Responsibilities

- Work with the Head of Communications and the Press and Communications Manager to develop public affairs strategies to further the aims and objectives of The Royal College of Pathologists
- Recommend appropriate tactics for effective engagement to raise awareness and strengthen our reputation with key policy makers and decision-makers
- Horizon scan for upcoming policy developments and activities and maintain a public affairs schedule
- Prepare high-quality briefing materials for political audiences and senior internal stakeholders to support the delivery of RCPATH influencing priorities
- Contribute to the development of a contact programme for Honorary Officers and senior staff up to and beyond the 2015 general election.
- Identify opportunities and draft responses to parliamentary, government and other consultations
- Monitor political environment and feedback timely intelligence to all relevant internal staff
- Track the progress of bills and other parliamentary activity
- Help develop and maintain public affairs contacts in parliament, government and with other stakeholders
- Develop our parliamentary updates and other specific materials and briefing documents.
- Develop and manage parliamentary contact management database, assessing information and acting on it where necessary
- Design and deliver a Westminster and Whitehall contact programme to develop the College's relationship with key decision-makers.
- Maintain a contact programme of parliamentarians, civil servants and third parties, ensuring College Officers and senior management have good relationships with key decision makers across these audiences
- Identify and develop relationships with All Party groups relevant to pathology
- Develop the use of social media to support the College's public affairs activities
- Manage the relationship with the College's parliamentary monitoring services
- Communicate our public affairs work internally and to College Fellows
- Represent the College at relevant stakeholder meetings, deputising for more senior members of the team if required
- Carry out any other duties and projects appropriate to the post as required by the Head of Communications

Public Affairs Officer
Person specification

Requirements	E	D
Qualifications / Experience / Knowledge		
Graduate (any undergraduate degree) or equivalent experience	✓	
Graduate in science, medical or related subject		✓
Experience of writing clear, concise and persuasive copy for a range of audiences and in a variety of formats	✓	
Sound knowledge of the workings of government and parliamentary procedure and good political nous	✓	
Understanding of the external political environment and political developments as they affect the College	✓	
Track record of influencing stakeholders, and understanding of opportunities and risks of working collaboratively with other stakeholders	✓	
Experience of developing and implementing effective public affairs strategies.	✓	
Skills / Abilities		
Sound analytical and fact-finding skills, and ability to identify and understand key issues	✓	
Ability to present complex information in a way that is straightforward to understand, whether in writing or verbally	✓	
A commitment to stakeholder focus and relationship management to achieve the best outcomes	✓	
Able to priorities and work under pressure, meeting deadlines with tight schedules	✓	
Collaborative working style, happy to work with others to achieve agreed influencing objectives	✓	
The post is largely self-servicing and requires good IT skills (Microsoft Office), and database management	✓	
Qualities		
Persuasive and diplomatic manner to build clear, evidence-based arguments about	✓	

Requirements	E	D
complex issues to promote particular viewpoints		
Passionate about quality Pro-active and self-motivated	✓	
Flexibility	✓	
Resilience and calmness under pressure	✓	