

Job statement

Communications Officer			
Salary band	Officer	Salary	£26,000-£28,000 p.a
Department	Communications	Work location	41 Portland Place, London, however staff are currently working remotely
Reports to	Communications and Engagement Manager	Direct reports	None
Role duration	12 months fixed term	Last updated	10 Sept 2020

The organisation

The Academy's core mission is to advance biomedical and health research and its translation into benefits for society. We are working to secure a future in which:

- UK and global health is improved by the best research
- The UK leads the world in biomedical and health research, and is renowned for the quality of its research outputs, talent and collaborations.
- Independent, high quality medical science advice informs the decisions that affect society.
- More people have a say in the future of health and research.

The Academy's 1200 Fellows have been elected on the basis of outstanding contributions to a range of scientific fields, and are drawn from universities, hospitals, general practice, industry and the public service. Our Fellows are central to all we do. It is their talent and expertise that ensures we can bring authoritative opinion and practical guidance to complex issues in medical science and healthcare.

Established in 1998 as an expert body to deal with issues at the interface of medical science and healthcare, the Academy is part of the national academies group, alongside the Royal Society, British Academy, and the Royal Academy of Engineering. We are governed by a Council of 21 Fellows, including 6 Honorary Officers who provide strategic advice and oversight. Professor Sir Robert Lechler FMedSci is the current President.

The Academy is:

- An elected Fellowship of the UK's best biomedical and health researchers
- An independent source of evidence-based and expert advice
- Connected to, and respected by, decision makers

- Focused on realising cross-disciplinary opportunities across academia, industry and healthcare.
- Committed to improving and celebrating diversity - in all its forms - in the biomedical and health research community
- Global in outlook, reach and influence
- Catalytic, inclusive and accessible in our approach
- Responsive to change and innovative in our solutions
- Adept at maximising our impact through partnership working

We seek to advance UK and global biomedical and health research through five strategic challenges (as set out in our 2017-22 strategy):

1. To harness our expertise and convening power to tackle the biggest scientific and health challenges and opportunities facing our society.
2. To lead innovation in the development of research talent through funding and careers support.
3. To achieve influence and impact beyond the UK to improve health and well-being.
4. To become the exemplar of a 'modern scientific academy' – diverse, trusted, dynamic, relevant and accessible.
5. To enhance the Academy's delivery capability, making sure we have the Fellows, staff, partners, resources and influence to make an even greater contribution to the UK and beyond.

The Fellowship is served by a team of 51 staff.

Our staff values

Recently we identified the following values as most important to the Academy staff:

- Collaboration
- Striving for excellence
- Integrity
- Evidence based
- Inclusive

We also highlighted the following behaviours as vital to the way we work - *agility, kindness and resilience*.

Communications at the Academy

Communications at the Academy encompasses a broad range of activities including media and digital communications, print production, public and patient engagement and events for professionals and the public. The post holder is responsible for supporting the delivery of communications activities that meet our strategic objective to 'Engage patients, the public and professional in dialogue' and to support our strategic challenges to 'Harness our expertise and convening power to tackle the biggest scientific and health challenges and opportunities facing our society' and 'To become the exemplar of a 'modern scientific academy' – diverse, trusted, dynamic, relevant and accessible.'

The role

The purpose of this role is to ensure clear and consistent messages about the Academy's work reach audiences in dynamic, accessible and engaging ways. The post holder is required to work across a portfolio of long- and short-term projects. The will work with different teams within the Academy and a range of external stakeholders, to deliver innovative and effective communications campaigns, and virtual and in-person events.

The post holder will write and develop engaging digital content, support the team to respond to proactive and reactive media enquiries, and help develop and deliver activities that engage and involve the public, patients and carers in decisions about biomedical and health research.

This is a 12 month post to support the Academy at a time of increased communications activities, with a number of rapid and long-term COVID-19 projects to balance alongside our usual programmes.

The post is in the Communications team which is part of the wider Corporate Affairs directorate. The post reports to the Communications and Engagement Manager.

Key tasks and responsibilities

Media

- Work alongside other members of the communications team, in particular the Senior Communications Officer (Media), to respond to media enquiries - this will include some out-of-hours work.
- Support press office functions such as recording and evaluating media coverage and building press distribution lists.
- Support the organisation of media training and coaching for key spokespeople.
- Write and distribute reactive press statements as required.

Digital communications

- Work with the Communications and Engagement Manager to deliver the Academy's digital communications strategy.
- Support day-to-day website updates to ensure content is fresh, accurate, and meets the needs of key audiences.
- Scope and write/produce digital content such as news items, blog posts, images infographics, video and audio.
- Post news stories, blogs and responses on the Academy's social media accounts.
- Work with staff, Fellows and grant awardees to identify formats and opportunities for digital communications.
- Write and distribute newsletters, bulletins and marketing materials.
- Monitor and report website and social media activity, providing regular and timely updates on analytics as needed.

Events

- Research and scope potential topics, formats, speakers, audiences and participants for events.
- Support the delivery of workshops to feed public, patient, carer and healthcare professionals' views into our policy programme.

- Plan and develop events and activities that support researchers to develop communication and engagement skills.
- Write and coordinate news articles, blogs and funder reports for events.
- Assist with data collection, analysis and reporting for with event evaluations.

Diversity and inclusion

- Champion diversity and inclusion across Academy communications activities.
- Support staff to develop communications that reflect the diversity of medical science.
- Make connections at individual, organisational and community levels to broaden participation in Academy events and public engagement activities.

Location

The Academy offices are based at 41 Portland Place, London, W1B 1QH, however due to the COVID-19 pandemic staff are currently working remotely. While it is anticipated that some office space will be available for some staff from Autumn 2020 there will be no in person events until January 2021 at the earliest.

Person Specification		Essential	Desirable	Likely to be assessed by; I - Interview AF - Application form
Education, qualifications, knowledge				
1	Formal qualification in science, media or communication studies	✓		AF & I
2	Knowledge of the academic, research or engagement environment	✓		AF
3	Commitment to the goals of the Academy	✓		AF & I
Technical skills				
4	Excellent written and oral communication skills	✓		AF & I
5	Digital content production skills (websites, social media, video, audio)	✓		AF & I
6	Ability to work creatively and support creative thinking in others		✓	AF & I
7	Ability to communicate complex information effectively	✓		AF & I
8	Ability to identify and translate interesting stories from research findings	✓		AF & I
9	Ability to build effective relationships quickly and inspire trust	✓		AF & I
Experience				
10	Working in a communications team		✓	AF & I

11	Working with academics and researchers		✓	AF & I
Competencies				
1	Focused Achievement, Initiative & Drive. <i>Achieving objectives, finding solutions to problems, developing and contributing ideas</i> <ul style="list-style-type: none"> Participates in discussions confidently making appropriate contributions. 	✓		
2	Decision Making/Judgement <i>Making informed decisions & exercising professional judgement</i> <ul style="list-style-type: none"> Takes responsibility for making effective plans and decisions directly related to own work and is aware of the possible impact on others Seeks views where appropriate from team members to make an informed decision, while confident in taking own decisions. 	✓		
3	Communicating & influencing <i>Effectively and professionally communicating and influencing</i> <ul style="list-style-type: none"> Considers the differing needs of others and adapts communication style accordingly. 	✓		
4	Working Together & Developing Relationships <i>Working effectively with the team, the rest of the Academy & with stakeholders</i> <ul style="list-style-type: none"> Responds positively to requests for help from internal and external colleagues. 	✓		
5	Personal Effectiveness <i>Working in a planned and organised way to meet objectives. Taking responsibility for your own development</i> <ul style="list-style-type: none"> Demonstrates motivation, determination and persistence even in difficult situations. 	✓		