

JOB DESCRIPTION

1. JOB DETAILS	
Job Title:	Policy and Public Relations Officer
Reports to:	Policy and Public Affairs Manager
Date:	December 2021

2. JOB PURPOSE	
<ul style="list-style-type: none"> To undertake policy development, influencing and communications work in response to public policy and to further the College's goals as set out in the RCGP Strategic Plan. To provide support to the Chair, Deputy Chair, Officers, Head of RCGP Scotland and Policy and Public Affairs Manager in monitoring, analysing, developing and influencing policy which impacts general practice, College policy and communications in Scotland and the UK. To support College campaigning and public affairs activity in Scotland. To take forward actions and policy work relating to the RCGP Scottish Council and its committees. To support the delivery of high quality internal and external communications. 	

3. DIMENSIONS	
<ul style="list-style-type: none"> Draft and coordinate high level policy documents, position statements and briefings on behalf of RCGP Scotland. Draft RCGP Scotland consultation responses and strategic documents, based on research and analysis in order to develop briefings and position statements. Be a point of contact for journalists and media contacts, drafting proactive and reactive press releases as required. Monitor and update social media channels including Facebook and Twitter. Draft committee papers, reports, summary papers, briefing documents and policy outlines for internal and external audiences. Engage with members, stakeholders and partners on RCGP Scotland areas of policy, through a variety of channels, to further the policy, public affairs and communications objectives of the College. Disseminate RCGP Scotland policy information to internal and external audiences. Work closely with UK-wide policy team colleagues, to ensure the Scottish context is represented in RCGP policy and campaigns development. Engage in regular media and political monitoring, ensuring that RCGP Scotland records are kept up to date and flagging any relevant issues to internal colleagues. Support the Policy and Public Affairs Manager in engagement with Scottish Government, 	

- politicians and other decision makers to influence policy initiatives.
- Provide support to RCGP Scotland's Virtual Patient Forum.
- Draft correspondence to external stakeholders as required.
- Attend internal committee meetings to advise on areas of policy interest.
- Take forward appropriate actions as decided by RCGP Scotland committees.
- Provide advice and support to Officers and colleagues as required.

4. KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Education

- Degree or relevant, equivalent experience.

Experience

- Excellent understanding of political landscape in Scotland and of the health agenda and patient issues.
- Proven experience of research and policy analysis.
- Proven experience of producing high quality briefings and other written material within set deadlines.
- Demonstrable experience of internal and external communications, including with the media.
- Knowledge of professional membership organisations and their workings.
- Experience in drafting and/or summarising complex documents.
- Proven experience of developing strong working relationships to achieve common objectives.
- Proven experience of influencing policy making in an external environment.

Knowledge / Skills / Attributes

- Excellent written and verbal communication skills, applicable to audiences at all levels.
- A strong team player.
- Able to work to tight and shifting deadlines.
- Ability to analyse complex written material and interpret both qualitative and quantitative data.
- Adaptability and flexibility to work in a high change environment and ability to adopt different approaches depending on the nature of the work in hand.
- Ability to handle complex and delicate situations, requiring tact, diplomacy and tenacity.
- Efficient keyboard skills including an excellent working knowledge of the Microsoft packages.
- Self-confident and flexible approach.

5. KEY RESULT AREAS

1. Inform and develop areas of policy, ensuring the information provided is timely, relevant and easily assimilated by relevant internal and external audiences.
2. Work with the Policy and Public Affairs Manager to ensure that the Scottish context is represented in relation to RCGP UK-wide policy development, contributing to that policy development as required, liaising with colleagues across the UK and developing relationships with external stakeholders as necessary to take forward policy work.
3. Provide a proactive media management service including the drafting of media stories and position statements, regularly monitoring social media and relevant press for key announcements, coordinating press statements and seeking opportunities to further

develop the College's interaction with the media, ensuring the College is seen as an influential and informed organisation.

4. Work closely with the Chair of the Scottish Patient Forum to ensure that the patient voice is woven through the work of the College in Scotland.
5. Ensure that RCGP Scotland is well represented in internal and external reporting, coordinate policy, public affairs and communications activity reports and updates for internal committees and coordinating internal communications within Scotland.
6. Ensure that relevant colleagues and officers have a good grasp of the external political and health environment through monitoring developments in Scotland and coordinating the dissemination of relevant information internally.
7. Maintain a high profile of the issues relating to general practice and the College's priorities in Scottish Parliament by undertaking relevant public affairs activities.
8. Promote accurately the policy positions of the College through the production of high-quality policy documents to ensure our members views are represented.
9. Provide appropriate out of hours media cover when necessary. On occasion, the role will require the post holder to work early in the morning or later in the evening or at weekends, in line with the media cycle.
10. Co-ordinate RCGP Scotland's presence at the RCGP Annual Primary Care Conference, ensuring that the College in Scotland's activities are well represented and communicated effectively.
11. Be an interested and active member of the staff team within RCGP Scotland, working closely with others and in line with RCGP's people values to ensure that the College is seen to be a responsive, courteous and efficient organisation both by its members and other key audiences.

6. COMMUNICATIONS AND WORKING RELATIONSHIPS

Internal

Communications and Public Affairs Manager; Head of RCGP Scotland; Assistant Director of PR and Corporate Communications; Executive Director for Policy and Engagement; RCGP Scotland staff, RCGP Scotland Joint Chairs, RCGP Scotland Deputy Chair (Policy), Members and Observers of Scottish Council and other committees; Chair of RCGP Scotland's Patient Forum; the Policy and Campaigns Teams across the UK.

External

Scottish Government, MSPs, Scottish Parliament staff (including MSP staff, Committee clerks and SPICe), BMA Scotland, NHS Education for Scotland, other medical Royal Colleges, media stakeholders.

All post holders are expected to adhere to GDPR and ensure that they handle data in a manner that is compliant with the regulations.