



**Head of Media and
Communications
(Maternity cover)**
Recruitment Pack





A message from our CEO

Welcome to the Royal College of Obstetricians and Gynaecologists (RCOG). I am so proud to introduce you to our organisation. You will discover that our core values of high standards, innovation, openness, inclusivity and trust, along with a strong commitment to the values of kindness, integrity, equality and diversity, are strongly embedded in our ethos and working culture.

We have ambitious plans to drive forward our mission to improve the health of women and girls worldwide and recognise that by creating a culture that supports staff wellbeing and productivity, values diversity, and allows individuals to thrive, our staff become the very best they can be.

Fostering and advocating for Equality, Diversity and Inclusion (EDI) is a hugely important area of our work, and we have made a clear commitment to creating an inclusive workplace for all of our staff through the development of an EDI strategy and action plan, overseen by our EDI Committee. We recognise the importance of being a diverse College to allow our staff and members to be their true selves at work, where the diversity of people's backgrounds and experiences are positively valued. Our work is ongoing, and I am proud we are taking strides forward.

We have worked through unprecedented times, but in adapting to recent challenges we have embraced the opportunity to adopt new and flexible ways of working. Our Agile Working Policy enables our staff to work in a hybrid way, with a blend of home and office working with a focus on delivering the business need. We strongly believe work is about what you do, not where you do it and as such, we place a strong emphasis on supporting our staff to deliver output-based objectives.

Our focus at the RCOG is on growth – not only expanding our global reach and influence to bring about positive change to improve the health of women and girls but also in how we support our staff to grow and thrive.

I hope you will agree that the RCOG is a wonderful place to build your career and I do hope you will feel inspired by what we do.

With best wishes,
Kate Lancaster, CEO





What we do

The Royal College of Obstetricians and Gynaecologists (RCOG) has been transforming women's healthcare for over 90 years. Founded in 1929, we now have over 16,000 members worldwide, half of whom are based outside the UK, and we are seen as a leader in women's healthcare both in the UK and overseas.

We work with a range of partners to improve women's healthcare across the world. We're committed to developing the accessibility and quality of education, training and assessments for doctors wishing to specialise in O&G.

- Read our [strategic plan](#), which sets out our key objectives and strategic goals.
- Read our [annual reports and reviews](#).





Our work

To improve women's health we:

- Work with the RCOG Women's Network to ensure women's views on the care they receive are at the heart of everything we do
- Work with our global membership to ensure their O&G expertise is embedded in all areas of our work
- Develop clinical guidelines that, amongst other things, set standards to support our members and other healthcare professionals to deliver high-quality women's healthcare
- Publish patient information leaflets explaining medical conditions in lay terms and the levels of care women can expect to receive
- Support our members' lifelong learning through education, training and exam programme for doctors wishing to specialise in O&G
- Provide a continuing professional development programme for our members, including practical skills courses and educational and scientific meetings and conferences, to ensure their skills remain up to date
- Carry out audit and quality improvement projects to improve women's healthcare
- Promote academic work in O&G, to ensure continued improvement in the service our members offer to women
- Work with international partners to improve sexual and reproductive healthcare and reduce maternal morbidity and mortality worldwide
- Contribute to policy development as it affects our members, the health service and wider women's health concerns
- Advise the government and other public bodies on healthcare matters relating to O&G
- Publish statements and reports on issues of public importance relevant to O&G
- Support other organisations with similar objectives to the College, including specialist societies.





Our values

High standards

We have a shared commitment to producing consistently excellent quality work. We are professionals who are outcomes-driven and customer-focused. We continuously look for ways to evaluate past practice and improve our ways of working. We care about the College and about achieving our shared vision to improve women's healthcare worldwide.

Innovation

We encourage new ideas and creativity, looking at the bigger picture for ways to shape the future of women's healthcare everywhere. We value diverse perspectives and approaches and use technology and data to inform decisions. We think critically and imaginatively, seeking new and challenging opportunities to grow and deliver the best value for women's health.

Openness

We are honest and transparent about what we do, how we act and the challenges we face. We respond positively to challenging and constructive feedback, acknowledging mistakes and approaching change bravely and with an open mind. We work collaboratively, sharing important information promptly and fully.

Inclusiveness

We work with diverse partners in the UK and across the world and we treat everyone as an individual, listening to one another's needs and preferences. We actively support each other in reaching our professional potential and do this by engaging in peer-to-peer knowledge sharing, skills development and learning. We create a positive and safe workplace free of harassment, bullying or discrimination.

Trust

We are fully engaged in the work of the College and are empowered to take responsibility. We are encouraged to speak up if we need help and/or have concerns. We encourage a culture of mutual support, respect and trust, working every day to do what is right for the College.





Diversity and Inclusion

We believe that diverse teams will deliver the best outcomes for women's healthcare and we strive to be an inclusive employer. We are therefore looking for candidates whose backgrounds, experience and identity enhance the diversity of our existing team. We aim to achieve a workforce that is diverse in age, disability, ethnicity, gender identity or expression, race, religious belief, sexual orientation, social background and any other forms of identity.

We are particularly encouraging applications from underrepresented groups at the College such as those from black, Asian and minority ethnic backgrounds and those with a disability. To find out more, please see our [Diversity Policy](#) and [Equal Opportunities Policy](#).

We have an Equality, Diversity and Inclusion Committee that reports to our board alongside a working group made up of staff across RCOG including the people team and our executive leadership team. Both the committee and working group lead on recommendations for improvements as part of our Equality, Diversity and Inclusion Strategy and action plan.

We are committed to taking an inclusive approach to recruitment. We use a system called [Applied](#), which helps us remove bias from the selection process by anonymising applications, making hiring decisions based purely on skills, and creating an even playing field for all job applicants.





RCOG benefits

Community

- Diversity Network Groups
- Staff Representative Committee
- Networking events
- Up to 2 Volunteering days per year to use to support a mission-aligned organisation
- Quarterly Staff Celebration Awards

Family

- Enhanced Occupational Maternity, Paternity, Adoption, Shared, Neonatal and Pregnancy lost leave
- Paid time off for fertility/IVF treatments
- Family-friendly working options and Job coaching

Agile and flexible working

- We value the opportunity to collaborate with colleagues, so most roles are not completely remote but you can work from home as often as you need and in line with business needs
- We provide you with equipment to work comfortably from any location

Learning and development

- Tailored, in-house learning programme
- Access to LinkedIn Learning
- 1 day development per year leave plus additional study leave and financial support toward relevant development

Pay, pension and loans

- Up to 10% employer pension contribution after probation
- Interest-free bike, season ticket and technology loans after probation

Holidays

- 25 days annual leave, plus bank holidays and office closure from 25 December to 1 January
- Annual leave increase based on service
- Discretionary special paid leave options for unforeseen circumstances

Health and well-being

- Free lunch (onsite only)
- Daily 'Wellness hour' to support staff to take breaks and focus on wellness
- Lifestyle discounts
- Employee Support Service –24/7 confidential advice line and counseling
- Life Assurance Scheme (after probation)
- Free eye test and flu vaccine
- Contribution to glasses/contact lenses
- Mental Health champions group
- Group income protection scheme if you become too unwell to work
- Free wellbeing workshops and events through Better Bankside





Head of Media and Communications (maternity cover)

Salary: £48,032 – £54,268

Reporting to: Director of Communications

Contract: 12 months fixed term

Hours: Full time, 35 hours per week (part time to be considered)

Flexibility: Agile and hybrid working environment

Purpose of the role

You are passionate about women's health and the power of communications to advocate, inform, and influence. As an experienced communications professional, you will lead on developing and implementing the College's annual media and PR strategic plan, ensuring the College has a strong external profile on key women's health issues. The plan will effectively integrate high-impact campaigns, PR initiatives, media and social media activity to reach the public, our membership and our stakeholders.

You have a strong news sense and are a talented writer, with a creative approach to impactful storytelling. You will maintain close relationships with journalists, harness media opportunities to raise our profile and advocate for better women's health, and manage our Senior Media and Communications Officer to oversee a busy press office.

You are experienced in leading the design and implementation of creative integrated communications campaigns, working with policy and marketing teams. You ensure we effectively use digital and social channels to listen, engage and campaign. You also ensure the views of women inform, and are shared through, our campaigns and media work.

You proactively build relationships with external stakeholders to harness partnership opportunities. You are comfortable working on high profile issues, have excellent judgement skills and offer sound advice to senior colleagues across the breadth of our work. You are confident to independently advise on and manage any reputational matters that arise, with a calm and considered approach.

The Department

The RCOG's mission is to improve the health of women and girls around the world. Our public profile has grown significantly over the last few years as a voice of clinical and scientific expertise on a wide range of women's health issues, in the UK and globally. The College also seeks to influence women's health policy towards achieving our mission. The communications team plays an integral role in promoting the specialty of obstetrics and gynaecology, protecting and building the reputation of the College, and advocating for better women's health.

We do this through delivering campaigns around College priorities, listening to and sharing women's stories, and bringing women's health to the forefront across print, broadcast and online media, in addition to our own channels. The communications team works closely with marketing, policy and public affairs, and clinical quality teams to support important membership, advocacy and clinical programmes. We run a busy press office ensuring that the College's expertise informs women's health reporting.

Main responsibilities

- Lead development and implementation of the RCOG annual media and PR strategic plan – 2-3 priority campaigns each year, alongside an integrated programme of PR, media and social activity aligned to the breath of the College's work
- Build a strong media network, identify and pursue opportunities to secure coverage which contributes to the delivery of RCOG strategic objectives and oversee press office management, balancing proactive and reactive media activity





Main responsibilities

- Ensure digital and social media channels are used effectively in campaign and PR work including video content, webinars, podcasts etc., working with the marketing team
- Lead communications for RCOG reports, scientific papers and clinical guidance, and in response to external publications, working with the Senior Media and Communication Officer
- Ensure all communications content and products are a high standard (statements, press releases, website news, blogs, membership content, presentations etc.) with minimal review required
- Ensure College patient involvement activity and insight work is shaping and informing our communications campaigns, PR initiatives and news stories
- Support member engagement by providing content for newsletters, social media etc.
- Support in the development of reactive and proactive social media content in line with agreed social media roles and responsibilities.
- Monitor RCOG social media channels in line with agreed social media roles and responsibilities.
- Engage with internal stakeholders, providing expertise, guidance and training on communications
- Support CEO and President communications, developing content for corporate and personal social media channels, briefings and presentations
- Build and maintain strong relationships across the College and with external stakeholders, such as DHSC, NHS England, Royal College and women's health charities communications colleagues
- Liaise with Specialist Societies in order to build mutually-beneficial relationships and advise on communications activities





Main responsibilities

- Proactively identify income generating opportunities through external communications activity
- Ensure campaigns, PR and media activity is accurately represented in College forward planning tools, presented at relevant programme/project meetings and discussed at team meetings
- Maintain the communications issues and risk log and advise senior colleagues on effectively management of high profile and sensitive issue
- Oversee evaluation of campaigns, PR and media activity, and feed into RCOG Officers, Board of Trustees and Executive Director reports
- Ensure required Standard Operating Process documents for Media and PR are in place
- Represent the team and College at external meetings and deputise for the Director of Communications, when required
- Line manage Senior Media and Communications Officer and provide leadership to junior staff
- Participate in the media on-call service at evenings and weekends (as part of a rota)
- Management of budgets, working effectively with third party suppliers
- Other duties compatible with employment may be given by the Director.





Person specification

Education

Essential criteria:

- Degree in life sciences, social sciences, humanities, or any equivalent field of study, or equivalent knowledge gained through experience.

Desirable criteria:

- Postgraduate degree in Public Relations (PR) or any other relevant field, or a professional qualification in PR, or equivalent experience and expertise in the field.

Experience

Essential criteria:

- Extensive experience working in media relations, PR or journalism, or related fields
- Experience of leading a busy press office or senior role in an in-house PR department, or any other relevant professional setting.
- Experience of strategic communications planning, and designing and delivering communications campaigns
- Experience of line management and supporting junior colleagues

Desirable criteria:

- Experience of working in an NHS/medical organisation or a healthcare charity





Person specification

Skills and abilities

Essential criteria:

- Effective verbal and written communication skills, accommodating different audiences and needs.
- Significant experience and knowledge of social media channels and tools.
- Confident dealing with controversial/ethical issues with sensitivity and respect for diverse perspectives.
- Adaptability and capability to work efficiently under pressure while managing multiple priorities.
- Ability to take initiative and to work independently on projects and make decisions independently
- Openness to perform a diverse range of tasks and a flexible approach to work.
- Comfortable working independently on own initiative as well as collaboratively as part of a busy team
- Strong influencing skills
- Highly organised with attention to details.
- Ability to supervise and develop junior staff
- IT literate with MS Office proficiency.

Desirable criteria:

- Experience of dealing with scientific/medical press
- Knowledge of internal communications

Other requirements

Essential criteria:

- Strong UK media relationships and excellent press relations skills
- Experience of staff management
- Experience in strategic planning and communication evaluation methods
- Experience in crisis communications

Desirable criteria:

- An understanding of the role of communications in Policy and Public Affairs advocacy
- An understanding of health policy formulation



How to apply

We are committed to taking an inclusive approach to recruitment. We use a system called **Applied**, which helps us remove bias from the selection process by anonymising applications, making hiring decisions based purely on skills, and creating an even playing field for all job applicants.

You will be asked to respond to questions which will allow you to express your match against the person specification. Your answer to each question will be viewed in isolation and reviewed against the job specification. Please ensure enough detail in your response and evidence in that single response, without any references to your other responses.

Whilst we are asking for your CV, please note that we will not be viewing your CV during the initial sifting process. The selection panel will not have access to your CV, so it is, therefore, essential that you respond to each question thoroughly.

Please click on the following link and visit **Applied** to complete your application.

Deadline for applications is **10.00am on Tuesday 28 May 2024**.

Interviews to be held in person, week commencing 3 June 2024.



Find out more at [rcog.org.uk](https://www.rcog.org.uk)
and [rcog-careers.org](https://www.rcog-careers.org)

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