

Job title:	Head of Communications and Policy
Reporting to:	CEO of the Faculty of Occupational Medicine (FOM)
Responsible to:	The CEOs of the Society of Occupational Medicine (SOM) and the Faculty of Occupational Medicine.
Responsible for:	2 x Communications Assistants
Operation:	<p>The Communication and Policy staff team will comprise the two CEOs, two Communications Assistants and the Head of Communications and Policy. The team will meet monthly. The group will establish a set of procedures and processes to facilitate the effective management of communications across the two organisations.</p> <p>The post will be based at the FOM's offices in Holborn. The FOM will move to new premises in London during 2016.</p>
Salary:	£36 to £40k per annum, pro-rata (28 hours a week), depending on experience.
Annual leave:	5.6 weeks including public holidays (pro rata)

Background

The Faculty of Occupational Medicine and the Society of Occupational Medicine are both charities concerned with promoting and supporting health at work. This specialty of medicine is concerned with keeping people well at work – physically and mentally.

This includes:

- maximising people's opportunities to benefit from healthy and rewarding work while not putting themselves or others at unreasonable risk;
- the elimination of preventable injury and illness caused or aggravated by work
- advising about workplace safety;
- helping to rehabilitate those who have suffered injury or sickness back into work.

In broad terms the Faculty and Society have many similar aims and objectives including:

- Influencing Government and other stakeholders to improve working age health;
- Raising awareness of health and work to key stakeholders, employers and the public;
- Raising the standard and quality of occupational medicine and health practice;
- Improving access to good occupational health services (including accredited physicians);
- Increasing the numbers currently training in occupational medicine and health;
- Promoting a healthier workforce and supporting those of working age to benefit from healthy and rewarding work while not putting themselves or others at unreasonable risk;

- Reducing the amount of preventable injury and illness caused or aggravated by work;
- Providing CPD and educational conferences for those working in occupational health and medicine.

In addition, the Faculty sets standards, manages specialty training and offers qualifications for doctors seeking a career in occupational medicine. The Society has a broader membership that includes nurses, AHPs (Associated Health Professionals such as physiotherapists, psychologists, occupational therapists etc.) and doctors who work in another speciality but have an interest in work and health. It also has a regional group structure.

The Role

The Society and the Faculty have agreed to collaborate on delivering external media relations (via print, broadcast, consumer, digital and trade media), liaison and communication with external stakeholders and to influence government and other key policy bodies. The two bodies recognise that the messages to be conveyed by both organisations are the same and that the profession needs to speak with a 'single voice'. The purpose of this newly created role is to manage this area of work for both organisations and ensure that it is implemented effectively.

The Head of Communications and Policy will make use of her/his strong communications background to take the lead in the development, delivery and day to day management of the charities' external communications, ensuring that a programme of positive campaigns, excellent media relations and proactive messages raise the profile of occupational health and the importance of the specialty. S/he will be responsible for working at all policy levels (DH, DWP, NHS, Public Health, Health and Wellbeing Boards etc.). The successful candidate will be highly motivated, have effective facilitation, influencing and diplomacy skills, have a flexible approach and be able to work independently.

Responsibilities and Duties

- To ensure that a strategy for communications is established and implemented effectively;
- To provide strategic communications and policy advice;
- To provide media/PR coaching and training;
- To ensure the specialty is involved in all relevant policy development and evaluation throughout the UK;
- To liaise effectively with the media and other communication channels to deliver objectives;
- To develop a proactive PR Occupational Health plan and manage its implementation;
- To respond to reactive situations that require PR/media guidance and develop and maintain excellent working relations with the press and media partners;
- To ensure all delivery has the necessary checks in place to protect our reputations and brands;
- To ensure that the two organisations' external communications are aligned;
- To create and review on a regular basis core messages to underpin all communications activity;

- To monitor the media, managing and providing a daily news cutting service and making key staff and trustees aware of issues that affect our work or reputation.

Person Spec

	Essential Criteria
Experience	<ul style="list-style-type: none"> • Experience of developing and implementing a communications strategy for a similar organisation • Experience of working on policy and supporting responses to consultations (ideally in a health setting) • Experience of developing strategic plans • Experience of negotiating and influencing and providing strategic advice at a senior level • Experience of planning, implementing and evaluating successful proactive national, local and trade PR and media campaigns
Skills and abilities	<ul style="list-style-type: none"> • Excellent communications and interpersonal skills • Ability to understand and analyse reports, consultation documents, proposals, scientific research papers • Ability to turn complex material into simple messages relevant to a variety of audiences • Strong media relations skills • Working effectively within teams, as both a member and leader • Ability to work alone and use initiative • Good negotiating, facilitation skills and the ability to resolve conflicts • Proven ability to meet tight deadline and juggle a wide range of projects and tasks • Project management skills • Excellent problem solving and decision making skills
Knowledge	<ul style="list-style-type: none"> • Good knowledge of the UK health systems and Government and how to work with them • Excellent knowledge of effectively harnessing traditional and online communication channels to further organisational aims • An understanding of how small charities work is desirable
<u>Education</u>	<ul style="list-style-type: none"> • Education to degree level or equivalent evidence of the ability to understand and analyse complex subjects quickly • Evidence of continuing professional development in relevant areas
<u>Other</u>	<ul style="list-style-type: none"> • Willingness to act as first point of out of hours media contact • Willingness to travel and stay overnight in the UK • A commitment to making an effective difference