



General
Osteopathic
Council

CANDIDATE INFORMATION PACK

SENIOR COMMUNICATIONS OFFICER (ENGAGEMENT)

Thank you for your interest in the General Osteopathic Council (GOsC).

The aim of this pack is to provide you with an understanding of the GOsC and the role of the Senior Communications Officer (Engagement).

More information about the GOsC can be found on our website at:
www.osteopathy.org.uk

About the General Osteopathic Council

The primary purpose of the regulation of health professions is to ensure patient safety. The General Osteopathic Council (GOsC) regulates the practice of osteopathy in the United Kingdom. By law osteopaths must be registered with the GOsC in order to practise in the UK.

- The GOsC keeps the Register of all those permitted to practise osteopathy in the UK
- We work with the public and osteopathic profession to promote patient safety and we set, maintain and develop standards of osteopathic training, practice and conduct
- We assure the quality of osteopathic education and ensure that osteopaths undertake continuing professional development
- We help patients with concerns or complaints about an osteopath and have the power to remove from the Register any osteopaths who are unfit to practise.

Working at the GOsC

The Senior Communications Officer (Engagement) role sits within the Communications function, in a team of five that also comprises the Communications and Engagement Manager, Senior Communications Officer (Digital), Senior Communications Officer (Publications) and Communications Support Officer.

The GOsC has approximately 25 employees, with all staff based at our Head Office in Tower Bridge Road, London.

The GOsC is an equal opportunities employer.

Benefits

- £39,890-£40,961 per annum
- 26 days annual leave, plus bank holidays and 3 days at Christmas
- Company pension scheme
- Single private medical cover
- Health Assessment tri-annually
- Season ticket loan for rail travel
- £250 per annum for osteopathic treatment
- Life insurance cover 4x your salary
- Employee Assistance scheme
- Childcare vouchers.

THE JOB DESCRIPTION

Main purpose of job:

- To manage the GOsC's stakeholder engagement and consultations activities making use of a wide range of channels and methods to maximise the contribution of stakeholders to the work of the GOsC, and to contribute to the delivery of the GOsC's Communications strategy.

Position in organisation:

- Sits within the Communications Department
- Reports to the Communications and Engagement Manager
- Liaises with Heads of Department and all staff on communications and engagement matters.

Scope of job:

- Consultation and engagement activities
- Quantitative and qualitative opinion research
- Communications of information and guidance
- External liaison and representation
- Contributing to departmental policy.

Intellect:

- Degree level or equivalent professional qualification.

Person specification:

- An established communications professional with a good understanding of the strategic importance of effective communications for delivering corporate objectives.
- Ability to develop and manage consultation activities and events.
- Ability to use online survey tools.
- Ability to work with market research providers to undertake surveys, focus groups and other opinion research methods.
- High developed written communication skills, with the ability to write for a range of audiences and mediums.
- Confident presenter with a proven ability to successfully communicate face to face with colleagues and stakeholders.
- Proven experience of project management within the communications arena.
- Knowledge and understanding of healthcare regulation.

DUTIES AND KEY RESPONSIBILITIES

Stakeholder engagement

- To work with the Communications and Engagement Manager and Communications team, to develop and implement an integrated stakeholder relationship strategy, encompassing GOsC's key stakeholders including:
 - Patients and patient groups (including the GOsC's Patient and Public Partnership Group)
 - Osteopaths
 - Professional bodies
 - Local osteopathic groups
 - Osteopathic practices
 - CPD providers
 - Educational institutions, their faculties and students
 - Insurers and defence bodies.
- To identify and support the implementation of new approaches to engagement including the use of interactive resources such as webinars, interactive presentations, e-learning materials and video content.

Consultation

- To coordinate all GOsC consultation activity, including providing advice to the Senior Management Team on best practice in consultation activity, and the strategy, execution and timing of effective consultation campaigns.
- To ensure that the GOsC makes effective use of a variety of tools and approaches to consultation, including online and multimedia campaigns.
- To provide advice and support for the effective analysis of consultation feedback.

Market research

- To advise on the use of market research methods for providing insight into the work of the GOsC, whether through polling, focus groups or other quantitative and qualitative approaches.
- To conduct research activities, including where necessary commissioning external agencies to conduct market research work.

External liaison and representation

- To represent the GOsC at corporate and external events – including face-to-face meetings with stakeholder groups – and present the organisation's policy to stakeholders.
- To represent the GOsC on cross-regulatory fora.
- To liaise with the GOsC's external stakeholders as required.

Online and print publication development

- To contribute to the development of content for GOsC online and print publications.

Contributing to departmental policy

- To contribute to the development of departmental strategy, plans and projects.
- To contribute to reports and papers drafted by the department for the Council and other stakeholder meetings.

How to apply

To apply, please submit a supporting statement of no more than 850 words explaining why you are interested in the position and how you meet the person specification, along with an up-to-date CV and the completed initial evaluation criteria form, to Amanda Chadwick at: achadwick@osteopathy.org.uk **by noon on 27 April 2017.**

Interviews will be held on 5 and 8 May 2017.

Contact information

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