

## **Senior Communications Officer: Engagement Application pack**

**Fixed Term Contract Maternity cover: 9 months (potential extension up to 12 months)**

Dear applicant

Thank you for your interest in applying for the role of Senior Communications Officer: Engagement, in our Communications and Engagement team. We are advertising one full-time fixed term role.

**The purpose of this pack is to provide you with an understanding of the General Osteopathic Council (GOsC) and the role of the Senior Communications Officer: Engagement role.**

More information about the GOsC can be found on our website at [osteopathy.org.uk](http://osteopathy.org.uk) or on our social media channels:



The General Osteopathic Council (GOsC) is the UK-wide statutory body established by the Osteopaths Act 1993 (the Act) to develop and regulate the osteopathic profession and ensure public protection. We are looking for a Senior Communications Officer: Engagement, to join our Communications and Engagement team.

The Communications and Engagement team plays a key role in supporting the organisation:

- to successfully deliver its messages to osteopaths, and other key audiences
- to increase engagement with and across the profession

for the purpose of helping to protect the public and patients, and to help ensure the highest standards in osteopathic practice.

The Senior Communications Officer reports to the Head of Communications and Engagement and is part of a team of five. This is a pivotal role, managing and developing the GOsC's stakeholder engagement activities, making use of a wide range of channels and methods. The aim is both to maximise our reach to stakeholders and their contribution to the work of the GOsC, including through producing content, and contributing to the delivery of the GOsC's Communications and Engagement strategy.

The GOsC is a small regulator with 26 staff, so no day is the same and applicants will need to demonstrate they are flexible and keen to support and help others in all aspects of our work.

For further information about this role, please contact Liz Niman, Head of Communications and Engagement, on 020 7357 6655 x245 or Amanda Chadwick, Human Resources Manager, on 020 7357 6655 x252.

**Initial applications:** please send to [achadwick@osteopathy.org.uk](mailto:achadwick@osteopathy.org.uk)

- an up-to-date CV; and
- a short written piece (200 words maximum) explaining why you are interested in this post, and what contribution you feel you can make to the role of Senior Communications Officer: Engagement, at the General Osteopathic Council

**Closing date:** Thursday 28 February 2019.

Following this you may be selected to supply a full application.

**Interviews:** are likely to be held on Friday 15 March 2019.

Yours sincerely

Liz Niman  
Head of Communications and Engagement  
General Osteopathic Council  
[lniman@osteopathy.org.uk](mailto:lniman@osteopathy.org.uk)  
+44 (0)20 7357 6655 x245

**Benefits**

- Starting salary of £41,000-£42,000 per annum
- 29 days' annual leave, including three days at Christmas time, plus bank holidays
- company pension scheme
- single private medical cover
- health assessment tri-annually
- season ticket loan for rail travel
- £250 for osteopathic treatment per annum
- life insurance cover (4x salary)
- employee assistance scheme
- childcare vouchers.

**The work environment**

This role is largely office based at Osteopathy House, London, but will include some UK travel.

Occasional weekend and out-of-hours working may be required as part of this role to attend events, deliver projects and meet deadlines or to support other members of the organisation.

## Job description

### Main purpose of job:

To manage and develop the GOsC's stakeholder engagement activities making use of a wide range of channels and methods. The aim is both to maximise our reach to stakeholders and their contribution to the work of the GOsC, including through producing content, as well as contributing to the delivery of the GOsC's Communications and Engagement strategy.

### Position in organisation:

- reports to the Head of Communications and Engagement
- liaises with Professional Standards team on communications and engagement matters
- liaises with Heads of Department and all staff on communications and engagement matters as required.

### Scope of job:

- stakeholder communication and engagement
- managing consultations, publications and digital communication
- insight, research and analysis
- account management
- contribution to departmental strategies, plans and papers.

### Qualities required for the role:

Listed below are the core competencies and the evidence that will be applied when assessing candidates.

Competence	Evidence
<b>Stakeholder engagement and management</b>	<ul style="list-style-type: none"><li>• Proven ability to plan, develop and manage stakeholder engagement activities and events.</li><li>• Proven ability to work with and manage external suppliers.</li><li>• Proven ability to work with research providers to undertake surveys, focus groups and other opinion research methods.</li></ul>
<b>Highly developed written and oral communication skills</b>	<ul style="list-style-type: none"><li>• Proven ability to design and deliver engaging presentations.</li><li>• Proven ability to act as a professional advocate/ambassador for the organisation, in person and in writing.</li><li>• Highly developed written communication skills, with the ability to write excellent engaging copy for a range of audiences and channels.</li><li>• Highly developed interpersonal skills with an ability to establish and build effective stakeholder relationships.</li></ul>

**Managing consultations, publications and digital communication**

- Proven ability to manage consultation processes and provide advice on how to achieve optimum levels of engagement throughout the process.
- Proven ability to produce effective digital communications including website publishing, social media and content production.
- Proven ability to develop online surveys and polls.
- Proven ability to produce engaging visual content for social media channels.

**Project management**

- Proven ability to manage projects within communications and stakeholder engagement area to deadlines.
- Proven ability to liaise with and manage external suppliers as appropriate.
- Proactively seeks to improve what and how communications are delivered.

**Planning and prioritising**

- Proven ability to plan and prioritise workload whilst maintaining attention to detail.
- Proven ability to respond flexibly and positively to conflicting demands.
- Proven ability to meet deadlines.

**Team and cross team working**

- Self-motivated and proactive with the ability to work independently.
- Proven ability to work as part of a team and in partnership with other specialists and teams across an organisation.

## **DUTIES AND KEY RESPONSIBILITIES**

### **Stakeholder communication and engagement**

- Work with the Head of Communications and Engagement, the Communications team and others as appropriate, 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
  - Continuing Professional Development (CPD) providers
  - educational providers, their faculties and students
  - insurers and defence bodies.
- Identify and support the development and implementation of effective approaches to engagement.

### **Communication with external stakeholders:**

- respond to general and specialist enquiries from all stakeholders by answering phone calls and emails as required and, in consultation with colleagues, assist with the development of guidance and public information
- represent the GOsC at corporate and external events – including face-to-face meetings with stakeholder groups – and present the organisation's policy to stakeholders
- represent the GOsC on cross-regulatory fora
- liaise with the GOsC's external stakeholders as required.

### **Consultations, publications and digital communication**

- Ensure the GOsC makes effective use of a variety of tools, channels and approaches to consultation, where appropriate.
- Help ensure consultations use plain English where possible.
- Manage all elements of GOsC consultation processes and provide advice on how to achieve optimum levels of engagement throughout the process.
- Write and edit content for websites and social media.
- Contribute to the development of content and oversee production of GOsC resources as required, including consultations, and writing articles for The Osteopath magazine.
- Oversee production of online and print publications as required.
- Monitor any expenditure within agreed budget.

**Insight, research and analysis**

- Commission, manage and collate insight and research to improve the communications and engagement work of the GOsC, including feedback forms, surveys, focus groups or other quantitative and qualitative methods.
- Advise on the use of and make use of online tools for providing insight and to enable effective analysis of digital channels.

**Account management**

- To be Communications Account Manager for the Professional Standards team.
- To understand and advise the Professional Standards team on their communications and engagement needs, in liaison with the Head of Communications and Engagement.

**Contributing to departmental strategies, plans and papers**

- Contribute to the development and delivery of the GOsC's Communications and Engagement Strategy.
- Contribute to the development of other departmental strategy, plans and projects.
- Contribute to reports and papers drafted by the department for the GOsC Council and other stakeholder meetings.

**Note:** This is not a definitive job description. You may be required to undertake other tasks as are reasonably requested from time to time.