

Senior Communications Officer: Digital Application pack

Dear applicant

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

More information about the GOsC can be found on our website at 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: Digital, 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.

This is an exciting time to join the GOsC and take up this role as we are currently undergoing a programme of modernisation of our channels. Both cpd.osteopathy.org.uk and standards.osteopathy.org.uk have been revamped and we are beginning to turn our attention to the main website osteopathy.org.uk and the registrant-only website the **o** zone.

The Senior Communications Officer: Digital 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 digital communications, particularly websites and social media, and producing excellent engaging content. The focus is on ensuring we provide high quality digital channels that communicate GOsC policy and messages to the GOsC's key audiences in an accessible and engaging way.

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, lniman@osteopathy.org.uk, 020 7357 6655 x245 or Amanda Chadwick, Human Resources Manager, achadwick@osteopathy.org.uk, 020 7357 6655 x252.

Please apply by submitting to achadwick@osteopathy.org.uk:

- Application form 1
- Application form 2
- and an up-to-date CV.

Closing date: 11am on Tuesday 22 January 2019.

Interviews: will be held on 12 and 13 February 2019.

Yours sincerely

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

How to apply

Please complete Application form 2 setting out why you think you would be suitable for the role and how you meet the essential criteria.

Please send completed Application forms 1 and 2 with your up-to-date CV to Amanda Chadwick at achadwick@osteopathy.org.uk before 11am on Tuesday, 22 January 2019. If you are shortlisted, you will be invited to attend an interview on either 12 or 13 February 2019.

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 digital communications, in particular websites and social media, and to produce excellent engaging content. Focus should be on ensuring provision of high quality digital channels that communicate GOsC policy and messages to the GOsC's key audiences in an accessible and engaging way.

POSITION IN ORGANISATION:

- reports to the Head of Communications and Engagement
- liaises with Heads of team and all staff on digital communications
- liaises with the Registration and Resources team on communications and engagement needs
- works closely with the Head of Registration and Resources, and the IT Manager, to ensure that online services for registrants run efficiently and smoothly.

SCOPE OF JOB:

- website and digital communications management and development
- content production for a variety of channels and overseeing production of some online and print publications
- communications account management for Registration and Resources team
- communication of information and guidance to registrants and the public
- contributing 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
Website and digital communication development	<ul style="list-style-type: none">• Proven ability to develop and manage websites and digital communications with a focus on usability and engagement.• Proven ability to use analytics and qualitative surveys to monitor the use of a website and social media.• Proven ability to review web content and social media use and identify new opportunities.• Proven ability to use Content Management Systems.

Highly developed written and oral communication skills

- Highly developed written communication skills, with the ability to write excellent engaging copy for a range of audiences and channels.
- Highly developed interpersonal skills with an ability to establish and build excellent face-to-face relationships with colleagues and stakeholders.
- Proven ability to deliver engaging presentations.
- Proven ability to act as a professional advocate/ambassador for the organisation, in person and in writing.

Project Management

- Proven ability to manage projects within communications area to deadlines.
- Proven ability to liaise with and manage external suppliers.
- Proactively seeks to improve what and how communications are digitally 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

Website and digital communications management and development

- Manage the development and maintenance of the GOsC's websites to ensure excellent usability, accuracy, accessibility and high quality.
- Regularly review the purpose and content of the GOsC's websites with a view to improving and updating as required.
- Monitor use of GOsC websites and social media making use of analytics and qualitative surveys as appropriate.
- Run user testing as required.
- Develop and manage the GOsC's social media profile, including identifying appropriate new opportunities for engaging with osteopaths and any other key audiences.
- Ensure coherence and maintain high quality in our social media profile by overseeing other team members' use of GOsC social media activity.
- Liaise with Registration and Resources Team, IT support and external supplier to ensure online registration services are effective.
- Investigate issues affecting data on the website arising from the integration between websites and CRM.
- Monitor related expenditure within agreed budget.

Content production for a variety of channels and overseeing production of some online and print publications

- Write and edit content for websites and social media.
- Contribute to the development of content for GOsC corporate publications including consultations and writing articles for The Osteopath magazine.
- Oversee production of online and print publications as required.

Communications account management for Registration and Resources team

- To be communications account manager for Registration and Resources team.
- To understand and advise them on their communications and engagement needs, beyond and including digital, in liaison with the Head of Communications and Engagement.

Communication of information and guidance to registrants and the public

- 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.
- Maintain the GOsC's Publication List for the public (within the GOsC Publication Scheme) to ensure its currency and compliance with statutory requirements and ensure its accessibility on the GOsC main website.

- Represent the GOsC on cross-regulatory fora.
- Liaise with the GOsC's external stakeholders as required.
- Represent the GOsC at corporate and external events and present the organisation's policy to stakeholders, as required.

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 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.