



## THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

### JOB DESCRIPTION FORM

**Job title:** Senior Strategic Communications Officer (job share)

**Department:** Communications

**Reports to:** Strategic Communications and Campaigns Manager

**Key relationships:**

Senior Strategic Communications Officer (job share partner)

Communications Directorate

Nursing Department

Policy and Public Affairs

Employment Relations Department

Countries and Regions Communications teams

**Hours:** 21 hours per week

(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

**Grade:** F

**London weighting:** As applicable

**Location:** RCN UK HQ (with hybrid working)

### JOB PURPOSE

The Senior Strategic Communications Officer role (job share) will plan, manage, deliver and evaluate UK-wide strategic communications activity, working in a wider team responsible for RCN social media channels, strategic campaigns and speechwriting.

The Senior Strategic Communications Officer role will work across teams and departments to plan, manage and report on strategic communications and campaigns that progress the RCN's strategic objectives, developing messaging for use across the organisation and leading evaluations and sharing learnings.

## **KEY RESPONSIBILITIES**

### **1. Management responsibilities**

- 1.1 Contribute to the efficient and effective running of office and team systems.
- 1.2 Shared line management responsibility for Strategic Communications Officer.
- 1.3 Identify team members' training and development needs and support them to access appropriate opportunities.

### **2. Projects**

- 2.1 Lead and contribute to departmental planning of strategic campaigns and communications activity.
- 2.2 Work with key staff across the organisation to develop key messages for strategic communications activity.
- 2.3 Develop and refine organisational processes and ways of working to ensure a consistent approach to strategic communications across the organisation.
- 2.4 Keep up to date on best practice in strategic communications.
- 2.5 Contribute to operational planning to deliver departmental priorities.

### **3. Financial responsibilities**

- 3.1 Contribute to the delivery of team objectives and budgets.

### **4. Specific role responsibilities**

- 4.1 Design, manage and coordinate the delivery of RCN strategic communications activity, including mapping milestones, identifying key messages, planning and delivering activity, testing, evaluating and reporting against objectives.
- 4.2 Design, manage and deliver communications plans for RCN projects and work to raise awareness of the organisation's strategic objectives and campaigns.
- 4.3 Create engaging digital content for key audiences including film, audio, data visuals and graphics - managing relationships with external agencies as needed.
- 4.4 Lead and manage strategic communications projects and draft, design and build digital content for website, social media and emails as required.

- 4.5 Define, collate and report on key performance indicators and analytics in relation to strategic communications activity.
- 4.6 Plan and deliver strategic communications activity that engages and informs RCN members and other stakeholders.

**5. Additional responsibilities**

- 5.1 Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- 5.2 Champion equality, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group Equality, diversity and inclusion statement.
- 5.3 Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is protected at all times.
- 5.4 Maximise all opportunities available to encourage member recruitment and promote the benefits of joining the RCN. Promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies.
- 5.5 Undertake any other duties as requested in line with the job role.

Job description updated by:  
Emma Selim, Strategic Communications and Campaigns Manager  
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