



## **THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM JOB DESCRIPTION FORM**

**Job Title:** Media & Communications Officer [Scotland]  
**Department:** Scotland – Communications & Public Affairs  
**Location:** RCN Scotland, Edinburgh  
**Reports to:** Senior Public Affairs Officer  
**Hours:** 35 hours per week  
**Grade:** G  
**Salary:** £36,705 per annum –  
Fixed term contract to 31 May 2026

### **Job Purpose:**

The Media & Communications Officer is responsible for carrying out a range of creative and administrative tasks to support the delivery of member and media communications and public affairs activity in the run up to the Scottish Parliament elections in May 2026.

The post holder reports to the Senior Public Affairs Officer and will work closely with the Head of Communications and Public Affairs, the Senior Communications Officer and Communications Officer.

This fixed term contract is specifically to support the team to deliver an impactful campaign, which reflects the views and priorities of our members, ahead of the Scottish Parliament elections in May 2026. Supporting the team to prioritise the Scottish Parliament election campaign while maintaining levels of proactive and reactive work to position the RCN as the authoritative voice of nursing among key influencers and decision-makers.

### **Main duties and responsibilities**

#### **1. Specific Role Duties**

- Help coordinate and promote the RCN's campaign for the Scottish Parliament elections including the development of campaign materials and support for events

- Draft, produce and distribute member communications using our email platform
- Upload and update content on the Scotland pages of the RCN website using Sitecore
- Assist in the research and writing of news releases and identifying case studies for national, local and trade media
- Maintain the media contacts database and co-ordinate the distribution of news releases
- Support the development, production, presentation and distribution of member-facing communications, including for key awareness days
- Contribute to sourcing, writing, and editing content for the RCN Scotland social media platforms including Facebook and Instagram and evaluate impact
- Contribute to the gathering, verification and reporting of intelligence about issues and developments in local healthcare services affecting nursing staff and RCN members
- Contribute to the marketing communications and presentation activities aimed at recruiting and retaining members
- Ensure that communications produced by and on behalf of the RCN Scotland team meet corporate standards of quality and style.

## **2. Strategic Duties**

- Contribute to the strategic planning and evaluation of communications and public affairs activity
- Help coordinate development and promotion of the RCN campaign ahead of the Scottish Parliament election in May 2026
- Provide support for members involved in political influencing activities
- Assist in the research and writing of briefing information and case studies.

## **3. Promote**

- To 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, promotes excellence in practice and shapes health policies.

## **4. Additional responsibilities**

- Treat colleagues, members, customers, and others with respect in line with our values and Our Respect Charter.
- 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.
- Comply with the RCN Data Protection Policy, Retention Schedule, and department procedures to ensure personal data is protected at all times.
- 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.

- Undertake any other duties as requested in line with the job role.

Job description updated by:

Carol Harris, Head of Communications & Public Affairs

18 March 2025