



March 2022

Dear Applicant

Communications Coordinator

Thank you for your interest in working for The Royal College of Ophthalmologists.

RCOphth acts as the voice of the profession and champions excellence in the practice of ophthalmology. We work collaboratively with government, health departments, charities and eye health organisations, developing policy to influence eye care services in the UK, including workforce planning.

We are the only professional membership body for medically qualified ophthalmologists and for those who are undergoing specialist training to become ophthalmologists, with 4,000 members worldwide. We set the curriculum and examinations for trainee ophthalmologists, provide training in eye surgery, maintain standards in the practice of ophthalmology, and promote research and advance science in the specialty. Ophthalmologists are at the forefront of eye health services because of their extensive training and experience in the area.

The Policy and Communications team plays a significant role in RCOphth to achieve its mission and vision and engage our members in our work. Because of this, we are building a new and expanded Communications team.

How to apply

Please submit your CV and a covering letter (maximum 1 page) to staff.vacancies@rcophth.ac.uk. The cover letter must explain what makes you suitable for the role - use the Job Description for reference.

We are currently running interviews remotely, but this may change to face to face interviews. So if you envisage any issues with accessing a computer, webcam or a sufficient internet connection for a video call, then please do highlight this in your covering letter. We will do all we can to ensure you have the best experience in applying to work with us during this time. As part of the selection process;

- you will be set a presentation task to showcase your skills and competencies required in this role
- you will have a panel interview with the Head of Communications and Engagement and up to two other members of staff.

Please indicate if you are likely to need any reasonable adjustments to successfully complete this interview.

Applicants must already have the right to work within the UK without restriction. Only shortlisted candidates will be contacted.

The closing date for applications is 27 May 2022.

If you would like to speak to someone about the role, please contact Liz Price, Head of Communications and Engagement, via email to staff.vacancies@rcophth.ac.uk.

I look forward to receiving your application.

Yours faithfully

Liz Price
Head of Communications and Engagement

Working for the RCOphth

We offer a supportive working environment in friendly, modern offices in a central London location with excellent transport links and roof terrace. We are pleased to offer the following benefits to employees:

Hybrid Working

The College is committed to promoting flexible working to all members of staff. We are currently trialling (to be reviewed in March 2022) a hybrid working model where staff have the flexibility and autonomy to work part of their time at the College's premises and part of their time from home. Working in the office will be based on operational and management requirements so staff are not required to come into the office on set days or for a minimum number of days per week.

Flexi-time

The College operates a flexi-time process. The standard flexi-time band starts at 7.30am and ends at 6.00pm with core hours being 10.00am-4.00pm

Annual Leave

We offer 25 days annual leave, or the pro rata equivalent for part time staff. Annual leave increases by one day for each complete year of service up to a maximum of 30 days.

Statutory Holidays and College closure days

Public holidays, when the office is closed, are recognised as statutory holidays with pay. The College is also closed between Christmas and New Year. These days are in addition to your annual leave entitlement and are therefore not deducted from your leave balance.

Moving day

Staff are given 1 day of leave to move to a new house which is not deducted from your annual leave balance.

Pension

The College offers a very competitive pension scheme administered by the Superannuation Arrangements of the University of London (SAUL). The employer contribution is 16% of gross salary and employees contribute 6%.

Life Assurance

For staff members who are in the pension scheme, life assurance is provided at 4 times your annual salary, during employment, plus a spouse's pension and children's allowances.

Season ticket advance

Staff who have satisfactorily completed six months' probation may apply for an interest free loan for the purchase of an annual season ticket for travel between home and work at the College. A proportion of the sum will be deducted from their salaries monthly.

Maternity/Paternity/Adoption

Enhanced maternity/paternity/adoption pay is available to eligible staff members.

Learning and development

All staff are offered opportunities for learning and development, which can be in a variety of formats, online and in-person, formal and informal.

Study loans

Staff who have satisfactorily completed two years of service may apply for a study grant and loan. Subject to approval of the course to be studied, the College will grant up to 60% of the course fees* and will provide an interest free loan for the balance. The balance to be repaid over an agreed period.

*total course fees should not exceed £5,000

Cycle to work scheme

A salary sacrifice scheme to aid the purchase of a bicycle for travelling to work is available.

Childcare vouchers

A salary sacrifice scheme to support payment of childcare is available to eligible staff members.

Eye tests

The cost of eye tests (up to £30) will be reimbursed.

Employee assistance scheme

Provided by Bupa, the employee assistance helpline provides free confidential support 24 hours a day. Qualified counsellors can support with emotional wellbeing, stress and bereavement as well as provide advice on money management and consumer rights.

Food and drink

Tea and coffee (including Nespresso machine) is provided on each staff office floor.

This is an example of the current benefits offered by the College and is not contractual.

Role Description

Job Title:	Communications Coordinator
Reports to:	Communications Manager
Line reports:	None
Contract terms:	Permanent, full time
Grade:	C
Salary	£33,344-£35,123
Location:	18 Stephenson Way, London NW1 2HD

Background Information

About The Royal College of Ophthalmologists

The Royal College of Ophthalmologists (RCOphth) is the only professional body for medically qualified eye doctors, who specialise in the prevention, treatment and management of eye disease, including surgery. Ophthalmology is the largest elective care specialty in the UK with over 8% of outpatient appointments.

RCOphth acts as the voice of the profession and champions excellence in the practice of ophthalmology. We work collaboratively with government, health departments, charities and eye health organisations, developing policy to influence eye care services in the UK, including workforce planning.

The College sets the curriculum and examinations for trainee ophthalmologists. We provide continued guidance, education and training to maintain professional standards and promote research and science for all members and other key healthcare professionals.

RCOphth has 4,000 members in the UK and overseas. Our Clinical and lay volunteers on the Trustee board, Council and committees, with the senior staff leadership team, work with all staff to develop and deliver RCOphth's strategy. The team of 32 staff are currently working remotely at the prestigious head office is based in Euston, London.

Policy and Communications Team

The Policy and Communications team builds awareness of the RCOphth as the credible national voice of ophthalmologists, and their patients, to influence eye health policy, workforce and service design. The team develops impactful strategic and tactical stakeholder communications across all channels, to influence key decision makers and to support our members throughout their careers, optimising the membership proposition value.

The Communications Coordinator (CO) role

The CO will work largely unsupervised on a day to day basis, line managed by the Communications Manager. The CO will have autonomy to develop an effective forward planning calendar of communications that promotes the role of the College in ophthalmology and the health service. You will do this by supporting the Communications Manager in working with internal stakeholders and the Digital Coordinator. This is a varied and dynamic role, showcasing the work of the College, officers and staff. You will be expected to report and evaluate the performance of communications and make recommendations for improvement. You will be an excellent ambassador for the RCOphth, promoting its values and achievements.

Main Areas of Work and Responsibility

- Project manage and lead on a programme of membership and external communications with clear objectives and aims, writing in a compelling, consistent and engaging way
- Set up monitoring and report on communications activities
- Support media activities and respond to media enquiries under supervision
- Support social media and e-communications activity as directed by the Communications Manager
- Develop, source content and publish College News, the quarterly membership magazine

Communications planning

- Work with the Communications Manager to manage briefings from internal stakeholders to develop external and membership communications plans, ensuring aims, audiences and objectives are clear
- Project manage delivery of communications plans working with internal stakeholders
- Develop a stakeholder engagement calendar of College activity to optimise events, awareness days and partner activities
- Work with the Communications Manager to ensure narrative is compelling and meets RCOphth brand values
- Proactive development of assets (video, photography) that aids visual impact
- Manage the publication process of documents (guidance, guidelines, reports)

Press office

- Be the first point of contact for media enquiries and to respond proactively within guidance from the Communications Manager
- Respond to media enquiries as directed by the Communications Manager
- Write and publish press releases, follow up with media contacts
- Maintain an up to date media record of all press coverage/opportunities

Website, Social Media and E-communications

- Provide cover for the Digital Coordinator in times of absence and annual leave
- Support the development and delivery of social media publishing as required
- Support the maintenance and update of the website as required
- Support the publication of membership communications through the e-communications platform
- Compliance with GDPR in all communications

Other areas of responsibility

- Maintain a media library of College activity as a resource
- Ensure that both internal and external stakeholders comply with brand guidelines and relevant policies eg media, advertising and sponsorship policy guidelines
- Manage subscriptions to media and trade publications
- Manage payments with College Accounts

Key Working Relationships

- Head of Communications & Engagement, Communications Manager
- Policy & Communications team, Heads of departments, staff colleagues
- RCOphth Members and College Officers
- Medical Royal Colleges – communication peers networking
- Creative and print agencies

Scope and Accountability

Financial:	<ul style="list-style-type: none"> • Work with the CM to approve budgets and agency costs
Other resources:	<ul style="list-style-type: none"> • Use of media monitoring tools • Use of CMS and CRM systems • Use of e-communications systems • Managing corporate and marketing collateral
People management:	<ul style="list-style-type: none"> • Creative and print agencies
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Compliance with health and safety procedures, including prompt reporting of any defects, risks or potential hazards • Compliance with the organisation’s data protection and privacy policies • Compliance with EU General Data Protection Regulation (GDPR)

Person Specification

	Criteria	Essential (E) Desirable (D)
Knowledge, Qualifications and Experience	Proven track record of working in a busy communications and/or press office environment for a minimum of 2-3 years	E
	Proven experience of project management and delivering communications and campaigns	E
	Highly knowledgeable about the effective use of communications across all channels	E
	Has worked in a press office function	D
	Has communications experience within a health or membership body/sector	D
	Builds professional relationships internally and externally	D
	Excellent creative writing, verbal and communications skills	E
	Editorial experience, sourcing, writing and editing articles	E
	Has experience of working with creative and print agencies	D
	Educated to A level standard	E
	Degree in Marketing, Communications or other relevant qualification	D
	Has a working knowledge of the media and able to act as a first line of enquiries	D
	Has a working knowledge of brand advocacy and compliance	D
	Has a working knowledge of the use of CMS (Wordpress), emailing software and management of reporting software is desirable to support and cover the Digital Coordinator as needed	D
	Has a working knowledge of the use of CRM databases (iMIS)	D
	Use of creative and video content	D
	Is an enthusiastic self-starter, proactive and adept at identifying and following-up opportunities	E
	Can work autonomously knowing when to seek guidance	E
	Takes initiative	E
	Works collaboratively	E

Skills and Abilities	A good working knowledge of Microsoft Office	E
	Adobe Photoshop and Illustrator experience	D
	Working knowledge of CMS systems and CRM	D
	Able to communicate and work directly with all levels of staff and volunteers (clinicians)	E
Personal Qualities (Attributes)	Represents RCOphth in a professional manner	E
	Shares knowledge and explains to others	D
	Contributes ideas	E
	Demonstrates a positive 'can do' attitude	D
	Acts with integrity, honesty and professionalism at all times	E
	Appreciation of good customer service at all times	E
	Is able to prioritise and be adaptable to accommodate work as needed	E
Other requirements	Committed to own continuing professional development	E
	Commitment to equality and diversity and understanding of how this applies to own area of work	E
	Willingness to participate in staff learning and development activities	E
	Willingness to travel in the UK with possible overnight stays	E
	An understanding of Data Protection issues	D