

Clinical Director of Publishing and Engagement

Job description

Responsible to:	Vice President for Communications
Accountable to:	The President
Working hours:	Average two programmed activities (PAs) per week (some flexibility about how they are worked will be required, see below)
Term of office:	Three years from the Annual General Meeting in the year of appointment
Location:	The Royal College of Pathologists, 6 Alie Street, London E1 8QT or any of the place(s) of business of the College as determined from time to time

Introduction

The Royal College of Pathologists is a professional membership organisation with more than 11,000 fellows, affiliates and trainees worldwide. We are committed to setting and maintaining professional standards and promoting excellence in the teaching and practice of pathology, for the benefit of patients.

The College works with pathologists and promotes their interests at every stage of their career. We set curricula, organise training and run exams, publish clinical guidelines and best practice recommendations and provide continuing professional development. We engage a wide range of stakeholders to improve awareness and understanding of pathology and the vital role it plays in everybody's healthcare. Working with members, we run programmes to inspire the next generation to study science and join the profession.

The College

This College has a key role in the professional aspects of pathology services in the development and delivery of healthcare. Those holding office in the College provide professional leadership, and thereby contribute at a national level to the maintenance and development of pathology services, and the quality of care that patients receive.

The College expects its office holders to be proactive and representative of the College, and to provide leadership not only in their own specialty but also in pathology in general, in the wider context of health services. The College's influence extends to all sectors of healthcare provision.

The College is its membership, and we aim to listen and be responsive to its needs. The coordination between international, national, regional and local activities is paramount. All office holders are expected to subscribe to these principles. The College is also expected to provide advice and guidance on specialty-specific issues nationally, regionally and locally. The Specialty Advisory Committees provide professional leadership within their specialty.

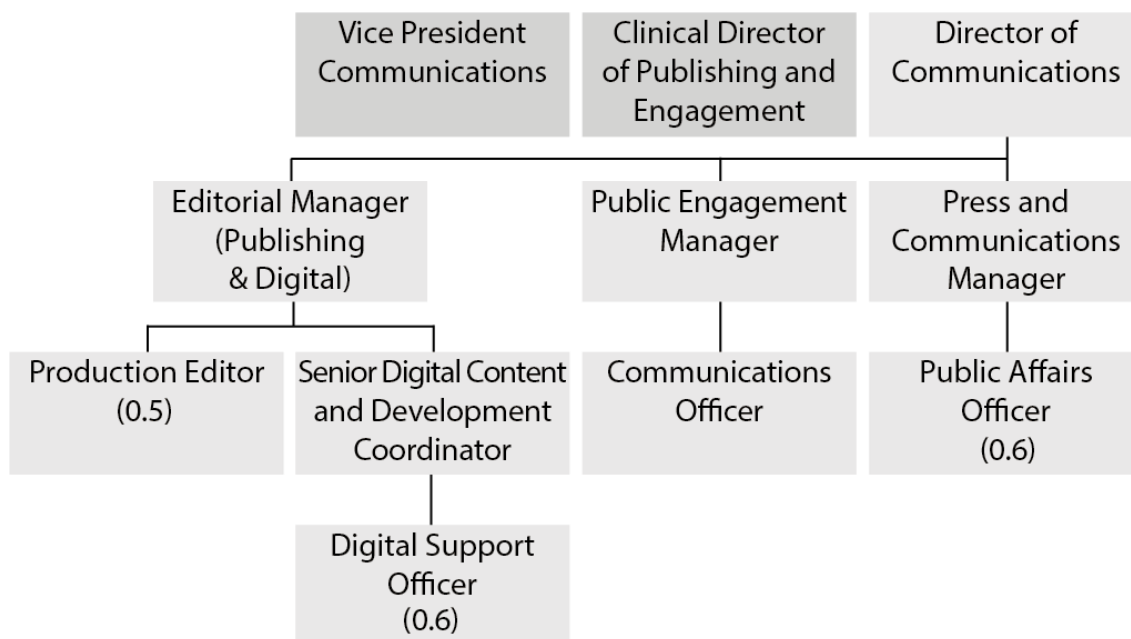
Communications team

Working with and on behalf of members, the purpose of the Communications team includes enhancing the reputation of the College and promoting pathology and the College to targeted audiences. The team is also responsible for communicating with and supporting College members through the *Bulletin*, e-newsletters, website and guidance documents.

In collaboration with our members, this is achieved through working with the media, providing a fast and professional point of contact for all media enquiries, public affairs (engagement with governments, associated bodies, opinion formers and decision makers), our website, social media and publishing (the quarterly *Bulletin*, annual report, guidelines, best practice recommendations and a range of pamphlets and briefing materials), and a planned programme of support for public engagement including National Pathology Week, International Pathology Day and national science festivals.

Over the next year the Communications team's work will include: contributing to the College response to the NHS Long Term Plan, advocating for the introduction of medical examiners in Northern Ireland, building on relationships with relevant all party parliamentary groups and collaborating with charities to increase range of opportunities for influence, advocating for improvements to pathology workforce planning and engaging with undergraduates and foundation doctors to increase awareness and uptake of training posts across specialties.

Team structure



Job Summary

The Clinical Director of Publishing and Engagement may be appointed from our pathologist or scientist colleagues and from any of our 17 specialties. They will work closely with the Director of Communications and their team, and be responsible to the Vice President for Communications.

They will provide clinical advice and support to staff to facilitate the delivery of agreed strategic priorities and work plan. Public affairs and media engagement is generally led by the President.

A key part of the role is to act as *Bulletin* Editor; in this role, the post-holder will lead the publishing team in gathering ideas for articles, identifying contributors and agreeing the final content. The content of the *Bulletin* is the Editor's responsibility.

The Clinical Director will be responsible for reporting to College Council and officers and providing feedback to officers and staff from meetings and other activities.

The Clinical Director will be expected to devote the equivalent of, on average, one day per week to this work; their employer will be reimbursed for this time. If the post-holder is not employed by another organisation, they will be paid directly for the work. This time will need to be worked flexibly as some periods, such as National Pathology Week, will be busier than others.

Key duties

- Report to College Council and officers.
- Provide feedback to officers and staff from meetings and other activities.
- Work closely with the Vice President for Communications and all relevant members of staff.
- Work in a collaborative and responsive way with members.
- Contribute to the formal reporting on progress towards delivering strategic goals in the annual plan and departmental work plan.
- Provide clinical guidance/advice to the communications team.

Publishing

- *Bulletin*
 - Take an overview of and shape the *Bulletin* content and theme, ensuring that specialties, key issues and innovations in pathology are appropriately represented over the course of the year's issues
 - Draft an editorial to introduce each issue
 - Commission articles and features and liaise with contributors over content
 - Edit all *Bulletin* content for scientific accuracy
 - Respond to commissioning queries from the publishing team promptly
 - Give a pathologist's eye view to the overall content and advise on queries
 - Hold regular meetings with the publishing team.
- Other
 - Oversee and adjudicate on the implementation of the College's best practice recommendations, in particular assessing whether or not feedback from consultations has been adequately addressed by authors and incorporated where appropriate
 - Liaise with authors of best practice recommendations if further work is required following their responses to consultation comments
 - Liaise with specialty advisory committees on the production and updating of best practice recommendations
 - Provide an annual report to Council on the progress of updating best practice recommendations
 - Assist the communications team with the production of the College Annual Report.

Engagement

- Provide clinical advice when new ideas for public engagement activities and resources are being developed or reviewed
- Attend public engagement events and support with activities where appropriate
- Support the Public Engagement Manager to expand the College's network of pathologists and scientists who are involved in public engagement
- Coordinate the interaction and communication between the College and the Public Engagement Regional Coordinators (PERCs)
- Provide communications and engagement support to the College Lay Advisors.

Clinical Director of Publishing and Engagement
Person specification

Requirements	Essential	Desirable
Experience and knowledge		
Fellow of the College	✓	
In active practice		✓
Not currently subject to any investigations related to professional performance or probity	✓	
Broad overview of all pathology specialties	✓	
Previous experience of writing and editing for publication	✓	
Interest in/experience of promoting awareness/understanding of pathology to a range of audiences	✓	
Interest in/understanding of publishing processes		✓
Trained and up to date in all issues relating to equality and diversity	✓	
Skills/Abilities		
Ability to communicate effectively and develop effective working relationships on an individual basis with College colleagues and staff	✓	
Excellent verbal and written communication skills	✓	
Ability to present effectively to an audience, using a variety of methods, and to respond to questions and queries	✓	
Ability to take responsibility and show evidence of leadership	✓	
Ability to make decisions and give guidance in a clear, constructive way	✓	
Excellent time management skills	✓	
Good IT skills with an understanding of Microsoft Office packages including document review, tracking changes, PDF mark up, etc.	✓	
Qualities		
Flexible and proactive attitude	✓	
Awareness of personal limitations	✓	
Experience of working as part of a team	✓	