

July 2016

Dear Applicant,

**RE: Public Engagement Manager**

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

We are professional membership organisation with charitable status, concerned with all matters relating to the science and practice of pathology. We have over 10,000 members worldwide. The majority of our members are doctors and scientists working in hospitals and universities in the UK. Pathology bridges science and medicine and underpins every aspect of patient care, from diagnostic testing and treatment advice to the use of cutting-edge genetic technologies and the prevention of disease. The College oversees the training and continuing professional development of pathologists and scientists working in 19 different specialties.

The Public Engagement Manager role is part of the Communications Team. We work with the media, political and other stakeholders and have vibrant public engagement programme. We also publish a quarterly Bulletin, Annual Report, best practice guidance and a range of pamphlets and briefing materials.

This is an exciting time to join as the College as we seek wider engagement across the UK to promote sustainable pathology services, strengthen our international role through our *Pathology is Global* strategy, and support research in exciting areas of science such as molecular pathology and genomics.

To apply please complete an application form, and email it with a short covering letter to [recruitment@rcpath.org](mailto:recruitment@rcpath.org). Alternatively send your completed application by post to Jane Stern, HR & Development Manager, The Royal College of Pathologists, 4<sup>th</sup> Floor, 21 Prescott Street, London, E1 8BB. The closing date for applications is **Tuesday 26 July 2016**. Interviews are likely to take place w/c 8 August.

If you would like to speak to someone about the role, please contact HR in the first instance, on 020 7451 6708 or via [recruitment@rcpath.org](mailto:recruitment@rcpath.org).

I look forward to receiving your application.

Yours sincerely,

Diane Gaston  
Head of Communications



## Job description

### Public Engagement Manager

<b>Responsible to:</b>	Head of Communications
<b>Working hours:</b>	Full time 35 hour week (excluding lunch hour) generally Monday to Friday, but some out of hours work and overnight stays will be required
<b>Location:</b>	The Royal College of Pathologists, 4 <sup>th</sup> Floor, 21 Prescott Street, London, E1 8BB or any of the place(s) of business of the College as determined from time to time

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#### Introduction

The College is a professional membership organisation dedicated to the advancement of the science and practice of pathology. There are currently approximately 10500 members, all of whom are pathologists and scientists based in hospitals, universities and laboratories in the UK and overseas. The College's main tasks are to set and maintain training standards for doctors and scientists, to advise on the appointment of consultants, to ensure the membership is kept up to date with current practice through the continuing professional development scheme, and to promote the latest developments in pathology by holding scientific meetings.

The College's mission is to promote excellence in the practice of pathology and to be responsible for maintaining standards through training, assessments, examinations and professional development.

#### Communications team

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.

This is achieved through working with the media, providing a fast and professional point of contact for all media enquiries, public affairs (engagement with politicians, civil servants and other key stakeholders), our website/social media and publishing (the quarterly Bulletin, Annual Report, best practice guidance 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.

#### Public engagement

The College recognises the importance of explaining its work and the work of pathologists to the wider public. The result is known as the Public Engagement Programme. Events held so far have been aimed at a wide audience including KS2 – KS5 school students, medical undergraduates, adults and families.

#### Main purpose of the role

The principal purpose of the post is to manage the development and delivery of the public engagement strategy and programme of activity. The aim is to stimulate an interest in pathology, medicine and science and to improve the science communication skills of

pathologists, scientists and pathology trainees. Core target audiences include secondary school students and their teachers and medical undergraduates. The latter is essential to enhance recruitment to the pathology specialties and improve understanding of pathology among this group.

The post also has an important part to play in explaining the value of the profession and in enhancing the reputation of the College.

## **Key duties**

### **Management and Planning**

- Develop and manage the public engagement strategy to ensure awareness and understanding of the role pathology in modern day medicine is increased. Agree annual plans with the senior management team (SMT) and provide regular progress reports.
- In line with the public engagement strategy, create, develop, promote and manage the delivery of a UK-wide public engagement programme which targets a range of audiences, including event concept and management.
- Manage the public engagement budget
- Develop, maintain and manage a regional science communication training programme for pathologists to ensure they have the skills required to lead and participate in public engagement activities. Look for opportunities to further develop this training.
- Identify potential funding streams for the public engagement programme and make funding applications.
- Manage grant schemes and awards.

### **Departmental Development**

- Identify College stakeholders and work with them to create a mutually beneficial partnership which raises the College profile and maintains the College's reputational integrity.
- Develop and maintain an evaluation strategy for the public engagement programme. Monitor methodologies and develop in line with new technologies and best practice as required. Produce evaluation reports which assess the effect of the programme.
- Develop partnerships by building and maintaining effective collaborations with other scientific, cultural and educational organisations across the UK.
- Research, monitor and apply best practice in the development and delivery of the public engagement programme.

### **Marketing and Events**

- Manage the delivery of a regional programme of events through coordinating pathologist volunteers and ensuring support structures are in place to facilitate mass involvement in the programme.

- Create and manage the development of a range of publicity and resource materials, targeting a diverse range of audiences, to support the public engagement programme.
- Provide creative ideas and develop a range of events, workshops, online initiatives and downloadable resources for schools and pathologists; consulting pathologists as required and ensuring relevance to the science curriculum where needed.
- Negotiate external event opportunities with organisations that will add value to the reputation of the College and its work.
- Ensure the website and social media is used as a tool for public engagement; to provide support and resources, publicise activities, recruit volunteers and provide accessible, up to date information to students and the general public.

### **People Management**

- Manage the communications team administrator and freelance staff
- Develop and manage a network of volunteer Public Engagement Coordinators. Act as a main point of contact; providing support, advice and guidance for facilitating public engagement activities. Work with committees to recruit representatives and increase involvement and support for the public engagement programme.

### **General Duties**

- Keep abreast of relevant research and developments within own professional field.
- Undertake any other duties and responsibilities as requested which are commensurate with this role.

### **Specific Duties**

- Attend and provide set up and on-site management at events across the UK, including at evenings and weekends.
- Travel within the UK, including overnight stays, to represent the College at meetings and events.

### **Scope and Accountability**

#### **Planning**

- Responsible for developing, delivering and evaluating annual plans to deliver organisational strategy in the Public Engagement department.

#### **Decision-making**

- Sole management and decision-making responsibility when delivering events on location, with no resource for additional management support.
- Responsible for dealing with complex problems and for identifying and developing best practice in public engagement.

## **Resources**

- Responsible for setting and maintaining the public engagement budget, the creation and development of resources for members and schools, monitoring and updating the website and social media, maintaining and reviewing volunteer databases, procurement of equipment and event space and procurement of marketing materials.

## **Key Relationships:**

- Works closely with the Vice-President for Advocacy and Communications, Director of Publishing and Engagement, Head of Communications and colleagues in the Communications department and wider College to deliver the Public Engagement Strategy.
- Works with a wide range of high profile external stakeholders to seek support and development of projects.
- Manages, develops and provides support to a network of regional volunteers
- Line manages the Team Administrator for Communications and freelance staff.

# Public Engagement Manager

## Person specification

Requirements	E	D
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<b>Qualifications / Experience / Knowledge</b>		
Educated to degree level, ideally in a science-related subject, or equivalent experience	✓	
Post graduate science communications qualification or relevant experience working in science communications	✓	
Experience of project management from start to finish, ideally of high profile public engagement (or similar) activities	✓	
Experience of managing staff, project teams, and contractors.	✓	
Budget management	✓	
Experience of producing and presenting information in a range of formats for different audiences	✓	
Experience of the NHS, public or voluntary sector.		✓
Experience of volunteer management	✓	
Experience of successfully applying for funding/sponsorship		✓
<b>Skills / Abilities</b>		
Ability to develop effective working relationships with senior staff, Honorary Officers, and high profile stakeholders.	✓	
Creative and practical approach to public engagement activities	✓	
Excellent presentation skills	✓	
Excellent verbal and written communications skills; able to confidently and concisely communicate with stakeholders.	✓	
Ability to influence, persuade and negotiate with external stakeholders in a diplomatic manner.	✓	
Ability to prioritise and organise a complex workload within agreed budget and deadlines when faced with competing demands	✓	
Excellent IT skills; to include Microsoft Word, Outlook, Excel and Power Point at an advanced level	✓	
Able to use Photoshop and Adobe Creative Suite		✓
<b>Personal Qualities</b>		
Passionate about quality	✓	
Pro-active and highly self-motivated	✓	
Resilience and calmness under pressure	✓	
Assertive	✓	
Commitment to a customer focused culture	✓	
Commitment to equality and diversity and understanding of how this would apply to own role and responsibilities	✓	

Requirements	E	D
Able to work outside of standard office hours/weekends	✓	
Able to travel to meetings and events throughout UK, to include overnight stays	✓	

## Working for the Royal College of Pathologists

We offer a supportive working environment, promoting values of quality service, teamwork and partnership. We offer the following benefits to employees:

Annual Leave	25 days per annum, plus bank holidays. 1 extra day for each two years of completed service is given to a maximum of 33 days.
College Closure Days	The Trustee Board every July decides whether it will close the College between Christmas and New Year.
Subsidised Café	All staff currently have access to an on-site café which is subsidised by the College.
Employee Discount Scheme	The College has an employee discount scheme operated through Reward Gateway. This scheme offers employees discounts and cashback with major retailers.
Pensions	The College participates in the Superannuation Arrangements of the University of London (SAUL) a career average defined benefit scheme. Currently, the employee contribution is 6% of salary and the employer contribution is 16% of salary.
Interest-free travel loan	You may apply to the College for an interest-free loan to purchase an annual season ticket.
Childcare vouchers	This is a salary sacrifice scheme, offering tax-free vouchers to help support the payment of childcare.
Employee Assistance programme	Through this programme employees have access to a confidential counselling service, health advice, emotional support as well as a comprehensive occupational health service.
Learning and Development	The College offers learning and development opportunities for all members of staff.
Maternity Pay	Enhanced maternity pay, with up to 8 weeks at full pay, and 18 weeks at half pay.
Paternity Pay	Two weeks full pay.

This is an example of current benefits provided, subject to eligibility requirements, and it is not contractual.