

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:	3 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.

We are committed to increasing diversity and inclusion within our organisation, as well as using our voice and platform to help make pathology as a profession more inclusive. This means reflecting critically on issues of diversity and inclusion within all that we do, identifying and taking appropriate actions to reduce inequality, and welcoming challenge.

We welcome applications from anyone regardless of their disability, ethnicity, heritage, gender, sexuality, religion or socioeconomic background.

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 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 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, and the local leads and regional chairs are expected to provide the professional leadership within their region. 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 Directorate & teams

Working with and on behalf of members, the Communications Directorate enhances the reputation of the College and promotes pathology and the College to targeted audiences.



This includes highlighting the work of College members to raise awareness and understanding of pathology and its contribution to the prevention, diagnosis and treatment of disease.

The directorate is also responsible for communicating with and supporting College members through the *Bulletin*, newsletters, website and guidance documents.

The teams in the directorate are:

- Publishing & Digital who:
 - produce and promote the [Bulletin](#)
 - create and [commission](#) content for our website
 - oversee the technical development of our website
 - produce and promote our [annual report](#)
 - provide training for staff, and provide web support for staff and members
 - ensure content meets our house style and brand guidelines.
- Corporate & Public Engagement who:
 - develop [corporate and industry relationships](#), looking to collaborate more strongly with the key players
 - identify and capitalise on opportunities for corporate partnerships, sponsorship and membership
 - facilitate knowledge exchange between industry and the profession through educational webinars, roundtables and conferences
 - work with the Pathology Alliance and our members to deliver [National Pathology Week](#)
 - devise joint online events for students, the public and resident doctors and scientists interested in pathology careers with the Pathology Alliance
 - produce branded materials for members and others running events.



- Media, Public Affairs & Policy who:
 - manage media enquiries and actively promote the work of the College
 - raise awareness and understanding among stakeholders
 - develop [policy](#) with members, including the College's view on key issues
 - create communication plans for key areas of College activity
 - provide advice to College staff on promoting their work
 - influence legislation, respond [to consultations](#), contribute to parliamentary debates and provide [briefings](#).

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 teams 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, 1 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

General

- 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 Vice President for Workforce and Corporate Engagement and all relevant members of staff.
- Work in a collaborative and responsive way with members and staff and attend regular Communications Directorate meetings.
- Contribute to the formal reporting on progress towards delivering strategic goals in the annual plan and directorate work plan.
- Provide clinical guidance and advice to the Communications Directorate.

Publishing

- *Bulletin*
 - Take an overview of and shape the *Bulletin* content and themes, ensuring that specialties, key issues and innovations in pathology are appropriately represented over the course of the year's issues.
 - Commission articles and features and liaise with contributors over content.
 - Edit all *Bulletin* content for scientific accuracy.
 - Work with the Publishing team to assess content for the *Bulletin* so that it fits with the long-form reader format.
 - Draft an editorial to introduce each issue.
 - Respond to commissioning queries from the Publishing team promptly.
 - Give a pathologist's eye view to the overall content and advise on queries.
 - Attend the twice-monthly *Bulletin* editorial meetings.



- Other
 - Assist the Publishing team with the production of the College Annual Report, including providing input into the content plan, commissioning and writing up case studies and liaising with case study authors.
 - Support the delivery of a targeted and tightly focused rebranding project, contributing feedback and insights and working with stakeholders to ensure project aims are met.

Engagement

- Support the Corporate and Public Engagement manager to develop educational webinars, roundtables and conferences including those delivered in partnership with industry (e.g. chairing relevant webinars, providing input on specialty content and speakers proposed by industry partners).
- Provide clinical advice when new ideas for public engagement activities and resources are being developed or reviewed.
- Provide advice and support for competitions and other initiatives aimed at undergraduates, foundation doctors and trainees.
- Chair meetings and provide communications and engagement support to the College Lay Advisors.

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	✓	



Requirements	Essential	Desirable
Broad overview of all pathology specialties	✓	
Previous experience of writing and editing for publication	✓	
Interest in and experience of promoting awareness and understanding of pathology to a range of audiences	✓	
Interest in and an understanding of publishing processes		✓
Knowledge and understanding of diagnostics and pharmaceutical industry, and other external stakeholders, that are relevant to the College and pathology		✓
Trained and up to date in all issues relating to equality and diversity	✓	
Skills and 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	✓	



Requirements	Essential	Desirable
Good IT skills with an understanding of Microsoft Office packages including document review, tracking changes and PDF mark-up, etc.	✓	
Qualities		
Flexible and proactive attitude	✓	
Awareness of personal limitations	✓	
Proven experience of working constructively as part of a team	✓	

