

Job Title: Communications and Public Affairs Officer	
Reports to: Head of Public Affairs and Strategic Communications	Directorate: Development
Location: Glasgow	

Role Purpose: To increase brand awareness and ensure MDDUS has a strong voice on political and medico-legal issues affecting MDDUS and its members. Enable MDDUS to develop and deliver proactive and inspiring strategic communications to support our members. Promote and protect MDDUS's reputation through effective, accurate and timely external and internal communications. Play a key role in building strong, collaborative relationships with the media, professional bodies and a range of organisations and key stakeholders.	
Responsibilities:	
Key Areas	This job description describes the main responsibilities of the role, however it is expected that people will undertake any other duties as required commensurate with their skills and abilities
Key Responsibilities	<ul style="list-style-type: none"> • Serve as first point of contact for the media on national, local and professional issues, delivering communications responses and products that enhance the reputation of MDDUS • Work with CEO, senior management, head of public affairs, and other key stakeholders to proactively develop communication opportunities aimed at influencing opinion and opening collaboration with new stakeholders • Produce, publish and edit accurate, strategically relevant and engaging content (including video and photography) for the MDDUS website and social media channels. Develop strategies to enhance the reach and impact of these platforms • Support head of public affairs in engaging with political and other stakeholders, responding to political developments and other public affairs tasks including management of a political monitoring service • Manage the development of the resources on MDDUS's online media centre • Identify topic ideas, write and edit relevant press releases and MDDUS by-lined thought leadership articles (this may include MDDUS publications, advertising/advertorial copy) • Develop a media relations/crisis framework to support MDDUS and its members • Identify and execute an effective PR and communications measurement strategy to enable MDDUS to understand the impact of its communications activities, and further develop its strategies on the basis on this insight. This programme should also monitor and report on competitor activity • Provide internal communications to give MDDUS professional staff updates on relevant news items and

	emerging developments; collating and reviewing media coverage and providing reports
Scope	Regular contact with head of public affairs and strategic communications, marketing, publications, risk team, heads of departments, medical, dental and legal advisers and CEO
Key Competencies:	Key competencies have been highlighted to illustrate expected behaviours, however a person in this role is expected to meet all the competencies at the appropriate level for each competency area as defined in the framework
Experience / Knowledge / Qualifications	<ul style="list-style-type: none"> • Significant experience working in a related field, with evidence of your excellent written and verbal communication skills • Experience in managing media relations • An established press and media network • Expertise in developing press releases and statements aimed at proactively influencing public opinion and to open collaboration with new stakeholders • Knowledge of the medical and dental press would be a distinct advantage, as would an understanding of the healthcare market • Strong communications skills, including the ability to develop compelling media campaigns (using all media platforms) • A current knowledge of, the ability to use and ideally a proven track record in the latest communications and social media channels and trends • The ability to build collaborative working relationships with people of all levels across our staff, the press and a wide variety of other stakeholders • Experience in co-organising and project managing stakeholder events, as well as developing thought-provoking and insightful content on key issues for our membership • The ability to analyse and distil key points from large amounts of information to provide incisive and timely briefings • Thorough editing and proof reading skills, and a close attention to detail • Adaptable and able to work on own initiative and to deadlines, often under pressure • Commercially and strategically minded, with sound judgement • Enthusiastic, creative and energetic • Strong organisational skills • Qualifications: Degree in related field is desired, but not essential