



Job title:	RCSLT PR specialist
Grade:	Band 4; £34,767 pa
Team:	Communications Team
Reporting to:	Communications Manager
Responsible to:	
Duration:	Full-time (35 hrs); Fixed term contract 18 months
Key relationships:	CEO; Senior Management team; RCSLT events team; RCSLT communications team; RCSLT Country policy officers; RCSLT admin; Webber Shandwick;

MAIN PURPOSE OF POST

Main duties and responsibilities:

To build and develop a positive profile for speech and language therapists and speech and language therapy in local and national news and consumer media, in support of the current RCSLT campaigns (defending SLTs in the face of likely cuts in the public sector ; promoting the role of SLT in the UK justice system, with particular emphasis on young offenders ; promoting the importance of SLT during the DCSF Year of speech , language and communication).

The postholder will be expected to raise awareness of the essential role that speech and language therapists play in improving life-chances for people who have speech, language, communication and swallowing disorders.

The PR specialist is responsible for the following RCSLT resources:

- RCSLT database of key contacts

This role has no line management responsibilities.

Objectives of the role

The post-holder must work closely with the CEO, policy team, including the RCSLT Country Policy Officers, the RCSLT communications team and agencies contracted to the RCSLT in support of our public affairs and PR activity. We have recently appointed Webber Shandwick as our external agent for PR and PA work.

The postholder will be expected to raise awareness of the essential role that speech and language therapists play in improving life-chances for people who have speech, language, communication and swallowing disorders.

As it is likely that public sector funding in the settings in which SLTs work – health (acute and community settings) ; education (both mainstream and in centres for supporting children and young people with SLCN) ; social care (SLTs work closely with health visitors and others in community settings) and the justice system (SLTs have an important role in supporting witnesses and the accused in and in preparation for Court and they work with offenders, particularly young offenders in secure estate) – the RCSLT must raise awareness of that value of SLTs and their work.

The postholder will work alongside the RCSLT team and our PR/PA agency to plan and deliver a programme of proactive PR work, with national and local news and consumer media, on and off line.

Deliverables

The post holder will identify and recruit RCSLT members and people with SLCN, their carers and families (independently and through working with 3rd sector organisations allied to the RCSLT) and allied professionals, to support the campaign through becoming:

Spokespeople for the campaign

Case studies in support of the campaign

Partners in the delivery of our campaign messages.

The postholder will develop effective working relationships with journalists in the news and consumer media and use those contacts to promote speech and language therapy and therapists as being:

- Essential
- Clinically and socially effective
- Cost-effective/excellent value for money
- In demand
- Innovative
- Working to high standards of professionalism
- Highly valued by the public and other professionals.

(key messages and lines to take will be defined in collaboration with Webber Shandwick).

The postholder will be expected to cover both proactive and reactive media relations work: selling stories and case studies in to news and consumer media and being the first point of contact for reactive media work (handling enquiries, issuing agreed lines, identifying suitable and relevant case studies for enquiring journalists).

The post-holder will also need to be able to work with and across a number of the RCSLT teams, including the policy, professional development, communications and finance teams, collaborating with the managers and leaders in those teams to manage workflow effectively.

Experience

Campaigning and influencing – the post-holder must have experience of delivering PR campaigns that have had a measurable impact on the provision of services in health, education and/or social care.

Planning and project development– the post-holder will take a very active role in planning an influencing/campaign programme around the UK, employing a relatively large number of campaign partners. The post-holder will need to be able to demonstrate their experience of developing a similarly busy and complicated project and ensuring its successful delivery.

Evaluation – fitting in with our culture of robust quality assurance, the post-holder will need to develop measures of the success of the campaign that can be used during the project to refine the campaign and support networks and influencing at a local/regional level.

Working with a wide range of stakeholders – the post-holder will need to be able to demonstrate their ability to work with an audience who have diverse roles within speech and language therapy. Some of those taking part in the project and campaigns will work, for example, in acute settings, some in education setting and some in the community. Some of

those taking part in the campaign will be service users, their carers and others who work with SLT service users. The campaigns will also need to respond to the different policy contexts in England, Northern Ireland, Scotland and Wales (so a detailed understanding of how public sector organisations operate and are structured in these countries is essential).

PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
<p><u>Knowledge</u></p> <p>Expert knowledge of relevant political and media environments</p> <p>Knowledge of the organisation of education, health and social care across the UK.</p> <p>Knowledge of the opportunities new media channels offer in awareness raising</p>	<p>A broad understanding of speech and language therapy, what SLTs do, the diversity and concerns of their client group.</p>
<p><u>Experience</u></p> <p>Of taking a lead role in developing and enacting a media relations campaign</p> <p>Of working with and alongside a PA/PR agency</p>	<p>Of taking a lead role in developing and enacting a media relations campaign in support of a public sector activity, preferably in the health, education and/or social care market</p>
<p><u>Abilities and attainment</u></p> <p>Excellent networking and negotiation skills to develop good working relationships within RCSLT and with political audiences.</p> <p>Production and writing skills for campaigns collateral</p> <p>Good organisation skills</p> <p>Excellent written and numeracy skills</p> <p>Methodical approach and ability to pay attention to detail</p> <p>Able to work under pressure and meet deadlines as and when required</p> <p>Research, monitoring and evaluation skills.</p> <p>Good personal organisation and judgment to manage own workload with minimal supervision.</p> <p>Highly developed IT skills.</p> <p>Project management experience.</p> <p>Effective team working skills</p>	<p>CIPR qualified to diploma level</p>
<p><u>Aptitudes</u></p> <p>Productive and self-motivated</p> <p>Able to use own initiative and to work both independently and as part of a larger team.</p> <p>Ability to travel within the UK.</p>	