|  |  |  |  |
| --- | --- | --- | --- |
| **Role title:** | Global Content and Editorial Specialist | **Responsible to:** | Corporate Communications Manager |
| **Division:** | Business Development and Engagement | **Department:** | Corporate Affairs |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Global |
| **Scale:** | 0 PeopleShared responsibility for c.£120k Print budget  |
| **Regulated Function(s) Held:** | No  |
| **Evaluation Level** | Core 1 | **Role Family** | Member sales, service and advisory  |

|  |
| --- |
| **Overall Role Purpose** |
| The purpose of the role is to take a lead in researching and creating medicolegal and dentolegal content in support of MPS’s goal to be knowledge experts, to help increase and retain members and support MPS to achieve its vision of most trusted and valued. The role will produce original, engaging and consistent content that can be delivered through a variety of communications channels, and coordinate the ongoing production of print and digital publications. |

|  |  |
| --- | --- |
| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational** * Own and drive the Publications Content Strategy across all MPS brands to support the delivery of our vision, purpose and corporate strategy.
* Support the development and delivery of the Business Development and Engagement strategy to plan, cost and quality
* Support Business Development and Engagement acquisition and engagement activity to achieve annual targets.
 | * Corporate Strategic priorities Vs plan
* Stakeholder feedback
* Engagement and readership metrics Vs Target
 |
| **Financial*** Ensure that all spend is managed within organisation policy reporting on variance to budget to the Head of Corporate Affairs
 | * Operational budget Vs plan
* Retention and member engagement metrics Vs goals
 |
| **Member*** Monitor and provide robust challenge of emerging member impact risks and issues arising from business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security
 | * Net promoter score
* Member research and insight
 |
| **People*** Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes
* Build and maintain collaborative working relationships with editors, contributors and key stakeholders
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs plan
 |
| **Risk*** Identify and report risks and issues identified within Business Development and Engagement and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
 | * Risk & Control Self- Assessments
* Audit Actions
 |

|  |
| --- |
| **Responsibilities (RACI)** |
| * Take a lead role in continually reviewing the Publications Content Strategy to ensure sustained relevancy and to support MPS’s vision to be most expert, trusted and valued.
* Deliver successful concepts and engaging content across different mediums, aligned to the annual plans for membership segments across all countries.
* Execute delivery of MPS’s print and digital publications for all countries from planning each issue, commissioning writers and applying quality controls to support annual plan targets.
* Coordinate the production of print and digital publications, including briefing print and fulfilment suppliers, obtaining quotes for print and delivery, and sourcing relevant member data.
* Use member and market research and analysis in a proactive way to measure results and rationalise decisions to deliver personalisation and targeted content globally.
* Deliver medicolegal, dentolegal and public affairs content which helps members reduce risks and promotes MPS’s policy and advocacy work.
* Contribute to the development of MPS’s statutory communications such as the Annual Report.
* Work with Corporate Affairs and Brand & Marketing leads to determine channel strategy.
* Achieve close and harmonious relationships across the offices and departments in all aspects of the work, especially at the interface with other departments, to deliver on plans and strategy.
* Find, shape and work with SMEs and content creators, oversee the work, guiding on the use of brand voice and use of house style, providing clear, constructive feedback.
* Deliver all projects in accordance with project timelines and overall initiative strategy.
* Work effectively with SMEs to develop member-centred content through interviews, research and staying attuned to the healthcare environment.
* Raise Purchase Orders and ensure timely payment of all invoices, ensuring all transactions are recorded in relevant budget tracker.
* Ad hoc support for Corporate Communications and Corporate Affairs projects as needed.
 |

|  |
| --- |
| **Key Governance Responsibilities** |
| * N/A
 |

|  |  |
| --- | --- |
| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading self and others |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading self and others |
| Collaborating for Results | Leading self and others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking  | Leading Self |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Experience of working in a similar communications or content production and management role.
* Familiarity with the processes for planning and executing a range of publications and communications initiatives
* Knowledge of publications planning and production processes
* An interest in healthcare and risk management
 | * Publications planning and editing
* Strong ability to write and edit content over numerous channels, engaging a variety of audiences
* Skilled at proofreading and copy-editing
* Ability to effectively research, organise and plan
* Keen eye for detail
* Excellent communication skills – both written and verbal – including the ability to engage with colleagues and peers at all levels of the organisation
* Very strong organisational and admin skills
* Ability to adopt and work within house style guide and tone of voice parameters
 | * Experience of creating original, engaging and consistent content that aligned to strategic goals and tailored to different audiences
* Experience of managing multiple projects at one time
* Proven experience of editing, writing and managing content
* Experience of writing and editing technical content
* Experience in stakeholder and relationship management
* Experience of developing compelling campaign specific materials to support marketing initiatives
 |
| **Desirable** | * Qualified to a higher education level (or equivalent)
* Strong interest in medicine and health policy
* Strong understanding of the benefits of SEO and digital content development
 |  | * Previous experience in healthcare related role
* Previous experience in development of technical publications
 |