



Royal College
of Midwives

Job Description and Person Specification Director of Communications and Member Engagement

| | |
|--|---|
| Responsibility level | Director |
| Grade | I |
| FTE | 1.0 |
| Permanent work location | RCM HQ, London |
| Reporting and accountable to | Chief Operating Officer |
| Line management responsibilities | Communications and Member Engagement team |
| Travel requirements | Limited UK travel as required |
| Live registration with the NMC as a Midwife | Not required |

Role outline

The RCM is the voice of midwifery. Ensuring our voice reaches and engages our members, our team and the wider community including the media, politicians and stakeholders is our key priority. We must be by the side of midwives and maternity support workers, locally, nationally, and internationally.

The RCM's Director of Communications and Member Engagement will ensure that the strategic aims of the RCM – to improve members' working lives, to amplify their voices and to build the midwifery community – are met through shaping the organisation's narrative, elevating the profile of the RCM and being a key advisor



Royal College of Midwives

and support on areas of strategic and reputational opportunity and risk to the Executive team, and RCM Board where appropriate. This role will deliver our communications strategy through the effective work of the team across media relations, digital engagement, marketing and events.

Responsibilities

- A.** Ensure that there is a clear and integrated communications and member engagement strategy for the RCM.
- B.** Lead and shape RCM communications and member engagement, ensuring buy-in and active engagement across the organisation.
- C.** Proactively advise the Executive team on strategic communications, identifying and mitigating risk to enhance and protect the RCM's reputation.
- D.** Lead the communications and member engagement team, developing, coaching, and ensuring the team are well structured, and have the skills and capabilities to deliver the communications and member engagement strategy.
- E.** Provide expert input to initiatives, projects and activities across the organisation.
- F.** Oversee the strategic development and delivery of multi-channel content across campaigns, press, social media and events to maximise member engagement, reach and brand visibility.
- G.** Maximise the impact of the RCM's communications channels and platforms, through integration and innovation, identify external trends and best practice within the fields of communications and member engagement and recommend changes that contribute to organisational success.
- H.** Act as a trusted advisor to senior leaders, supporting organisational spokespeople and delivering media training to ensure confident, consistent and high-quality external representation.
- I.** Build and strengthen relationships with stakeholders and potential partners to add value to members and raise the positive profile of the RCM.
- J.** Lead and develop strategic relationships with national and regional media to secure high-impact, reputation-enhancing coverage that advances the organisation's profile.
- K.** Develop and manage the RCM's brand and visual identity.
- L.** Identify and maximise opportunities that are beneficial to RCM members and market our membership offer effectively.
- M.** Ensure value for money and propose opportunities for innovation in the provision and delivery of the communications and member engagement strategy, including analysis of outsourcing relationships, current delivery methods, partnership working and digitisation of communications.



Royal College of Midwives

- N.** Lead on a portfolio of RCM programmes or projects as required to support the delivery of the RCM's strategic business plan.
- O.** Provide inspirational leadership, clarity of vision, excellent support and motivation, and be a role model to all staff.
- P.** Ensure compliance with relevant Data Protection legislation.
- Q.** Demonstrates a commitment to RCM values and behaviours in how they work and interact with others.

Person Specification

| |
|---|
| Knowledge and experience of delivering effective strategic and operational communications support and counsel, ideally in a membership organisation. |
| Experience of creating and developing high-performing communications functions. |
| Experience of developing and delivering high quality, impactful and engaging content across all communications channels and platforms, including knowledge of effective and emerging member engagement tools. |
| Experience of operating at a senior level within a complex environment. |
| Ability to coach and act as a trusted advisor to senior executive teams, with strong influencing and stakeholder management skills. |
| Ability to engage diverse stakeholder groups in person and in writing, making the complex understandable and bringing others on board. |
| Ability to work across the RCM to achieve organisational priorities and common goals. |
| Experience in brand development. |
| Good understanding of the health and social care policy environment and stakeholders and understanding of healthcare terminology and communications, ideally related to maternity services. |
| Political and commercial acumen. |



Royal College of Midwives

| |
|---|
| Operational experience of delivering core communications and engagement activity, including media relations, digital, publications and events management. |
| Strong, inspirational, and effective leadership and coaching abilities. |
| Experience of budget development and management, including cost control and supplier management. |

Team RCM Skills

- A.** Strong IT skills including proficiency in Microsoft Office
- B.** Excellent communication skills, both written and verbal
- C.** The ability to be flexible and adaptable
- D.** A focus on performance and output
- E.** A high level of commitment
- F.** The ability to take responsibility and to deliver in a timely fashion
- G.** Cross functional team working
- H.** Managing competing priorities

The post holder may be required to carry out other duties as are within the scope, spirit, and purpose of the job.