



Medicines & Healthcare products Regulatory Agency



Role Description

Job Title	Social Media Specialist
Contract	6 months
Pay Grade	HEO
Location	Hybrid working with base at 10SC Canary Wharf, London. We can negotiate this.
Hours	37 hours (Excluding meal breaks)
Reports to	Head of Proactive Media and Science Comms

The Medicines and Healthcare products Regulatory Agency enhance and improve the health of millions of people every day through the effective regulation of medicines and medical devices, underpinned by science and research.

About the Group

The MHRA Communications and Engagement Group is a multi-award-winning team that has a consistent track-record of achievement and providing value for money. Our focus is to support the Agency to deliver its business outcomes by putting patients and the public at the centre of all our work. We are organised in the following teams: News & Media, Communications, Patient and Public Stakeholder Engagement and Customer Experience. This role is in our News and Media team.

Role Purpose

- Scope, write, edit, produce and publish social media content creatively and proactively, enhancing the Agency's reputation and promoting the wider contribution the agency makes to public health and science nationally and globally.
- Manage the Agency's social media channels, and support communications, media and marketing campaigns, using social media channels and communities to communicate effectively and appropriately. Evaluate and improve our social media content and channels, advising on best practice and propriety.

Key responsibilities and results areas

- Plan and create social media content according to what works for the platform and its audience, with an understanding of accessibility and usability requirements, and embedding social media channels in all media handling for both proactive announcements and reactive media handling. Capable of using communications skills to develop interesting, accessible content and implement this across a range of channels.
- Manage the agency's social media accounts and advise staff and senior leaders including the executive committee and chief executive.

- Identify and work with key influencers on social media and collaborate across patient, public, stakeholders, the wider healthcare system and government to amplify social media messaging.
- Ensure social media content is engaging and fresh, working with the visual and creative content lead to produce or effectively commission products such as video and images for social media e.g. infographics, and supporting the delivery of online events including podcasts, live chats, broadcasts, blogs and Tweets.
- Repurpose content for different social media channels and audiences to ensure it is effective based on detailed research as well as monitoring, evaluating and reporting social media coverage. Build audience insight using appropriate tools to monitor content and listen to conversations on social media.
- Act as an Agency spokesperson, providing authoritative, clear, honest and credible communications to the media and social media on Agency issues, and participate in a 24-hour media on-call rota. This is negotiable.

The job description is not intended to be exhaustive and it is likely that responsibilities and outcomes may be altered from time to time in the light of changing circumstances and after consultation with the postholder.