



# Medicines & Healthcare products Regulatory Agency



## Role Description

<b>Job Title</b>	News and Media Specialist
<b>Pay Grade</b>	HEO
<b>Location</b>	10 SC Canary Wharf, London
<b>Hours</b>	37 per week (excluding meal breaks)
<b>Reports to</b>	Head of News and Issues Management

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

## About the Division

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

- Handle the Agency's profile and reputation on high profile, sensitive and day-to-day news and issues affecting the organisation and its remit confidently with the media and social media, responding to media enquiries as well as promoting, explaining and justifying its scientific expertise and wider contribution to public health and science nationally and globally.
- Implement and deliver effective news and issues management strategies at pace, developing and nurturing media and social media contacts, responding quickly and accurately to breaking or negative news stories to limit potentially damaging coverage and drive the Agency's reputation, evaluating outcomes and results.

## Key responsibilities and results areas

- Implement, deliver and evaluate news and issues management strategies that supports the business priorities and culture change set out in the Agency's delivery plan and play an active part in the communications account management work
- Anticipate and monitor key news and media issues in a timely manner and provide news and issues management communications advice to all Agency staff as well as write, edit and publish content to style for our websites, using a content management system

- Produce high-quality handling plans that includes reactive lines to take, press notices, potential risks, core scripts, briefings and Q&As and considers the use of shareable social media content, ensuring work aligns and integrates with strategic communications priorities and narratives
- Develop, build and nurture professional relationships with journalists and social media influencers based on honesty, authority and credibility and stay up to date on media / social media trends
- Act as an Agency spokesperson, appropriately briefing media on issues, arranging media broadcast interviews as required, and participate in a 24-hour media on-call rota.

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.

## Agency Values

- We focus outwards on patients and public
- We work together with respect.
- We take responsibility and are accountable

## Person Specification

### Important Candidate information:

The Civil Service use a recruitment framework called [Success Profiles](#). Success Profiles are made up of 5 elements: **Ability**, **Behaviours**, **Experience**, **Technical**, **Strengths** but it is unlikely that you will be assessed against all 5.

**Behaviours**, **Experience** and **Technical** elements will be assessed through your application form, in the first instance.

Success Profile	Criteria	Method of assessment: A-Application, T-Test, I-Interview, P-Presentation
<b>Technical</b>	Able to plan, create and deliver news and media content at pace and to a high quality.	I
<b>Behaviour</b>	<b>Working Together</b> - Ability to develop good working relationships and influence journalists and senior managers, dealing with conflict and challenge in a calm, measured way	A / I
<b>Behaviour</b>	<b>Managing a Quality Service</b> - Good planning, project and time management skills, with ability to work on own initiative	I

	and in team to problem solve and prioritise own work according to changing business needs.	
<b>Behaviour</b>	<b>Seeing the Big Picture</b> - Understand the strategic drivers for your area of work. Remain alert to emerging issues and trends which might impact your work area.	I
<b>Behaviour</b>	<b>Communicating and Influencing</b> - Communicate in a straightforward, honest and engaging manner, choosing appropriate styles to maximise understanding and impact.	I
<b>Experience</b>	Good knowledge and experience of working in a busy press office / media environment in a large, complex, expert organisation, including, ability to plan and react to fast-breaking news stories	A / I
<b>Experience</b>	Experience of evaluating traditional media content and social media to assess performance and inform business decisions	A / I
<b>Technical</b>	A good understanding of what drives reputation, with a demonstrable experience of delivering successful news and media strategies to deliver business objectives	A / I
<b>Technical</b>	Good written, editorial, social media engagement and oral communications skills with a strong, proven understanding of what makes a good news story and interesting, accessible content.	A / I / P
<b>Technical</b>	A relevant qualification along with membership of CIM, CIPR or other relevant professional body desirable.	A
<b>Strengths</b>	<b>Explainer</b> – You communicate thoughts and ideas, verbally or in writing. You simplify complexities and adapt communication so others can understand	I
<b>Strengths</b>	<b>Influencer</b> - You influence others, you articulate the rationale to gain their agreement.	I

## The Civil Service Code

These core values support good government and ensure the achievement of the highest possible standards in all that the Civil Service does. You can find out more about our values, standards of behaviour and rights and responsibilities in [\*The Civil Service Code\*](#).

The code is reflected in the Agency's values, which state that we will strive to be:

Civil Service Values	
<b>Integrity</b>	<ul style="list-style-type: none"> <li>Putting the obligations of public service above your own personal interests</li> </ul>
<b>Honesty</b>	<ul style="list-style-type: none"> <li>Being truthful and open</li> </ul>

<b>Objectivity</b>	<ul style="list-style-type: none"><li>• Basing your advice and decisions on rigorous analysis of the evidence</li></ul>
<b>Impartiality</b>	<ul style="list-style-type: none"><li>• Acting solely according to the merits of the case and serving equally well governments of different political persuasions</li></ul>