



## THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

### JOB DESCRIPTION FORM

**Job Title:** Stakeholder Engagement Adviser

**Department:** Policy and Public Affairs, UK and International

**Reports to:** Public Affairs Manager

**Key relationships:**

Public Affairs team  
Head of Policy and Public Affairs,  
Executive Director of Policy, Communications and Marketing  
Wider Policy and Public Affairs Department  
Public Affairs, Policy and Communications staff in Country and Regional Offices  
Communications Department Officer and Senior Officers

**Hours:** 35 hours per week  
(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

**Grade:** F

**London Weighting:** As applicable

**Location:** RCN UK HQ with hybrid working

### JOB PURPOSE

The Stakeholder Engagement Adviser role engages and strengthens relationships with key partners and stakeholders to achieve positive outcomes for the nursing profession. The role advises and works with members and RCN staff, to ensure good engagement approaches and intelligence sharing. The role coordinates and deliver strategic stakeholder engagement and communications activities ensuring stakeholders are informed and intelligence is shared. Finally, the role also works to mobilise key partners, the nursing profession and decision makers across the system to advocate for nursing staff.

This role sits within the Policy and Public Affairs department, and within the wider Communications, Policy and Marketing directorate, which works to strategically influence in the UK and Internationally.

## **KEY RESPONSIBILITIES**

### **1. Strategic responsibilities**

- 1.1. Contribute to the development and implementation of strategies for building and maintaining organisation wide relationships with key stakeholders, including identifying opportunities to achieve organisational priorities and objectives including supporting the RCN's engagement strategy.
- 1.2. Contribute and lead stakeholder engagement activity and communications for cross-organisational projects which include activity to inform and engage sectoral stakeholders to achieve key RCN priorities or policy change
- 1.3. Provide expert advice and guidance to colleagues and members to support effective and early engagement with key external partners across our work, including advice and assistance on identifying opportunities, aligning messaging, and tactics to use.
- 1.4. Work with colleagues in Scotland, Wales and Northern Ireland, and the English regions, to consider the impact and opportunities of stakeholder engagement.
- 1.5. Work with colleagues across the Directorate to coordinate the development and delivery of communication and engagement plans and campaigns, including stakeholder mapping and audience plans.
- 1.6. Carry out horizon scanning activity, monitoring and analysing stakeholder and political developments across the UK translating this into clear information for use by colleagues.
- 1.7. Represent the RCN externally, including with senior stakeholders and at external events.

### **2. Management responsibilities**

- 2.1. Contribute to the smooth running of office and team systems
- 2.2. Manage cross-departmental stakeholder engagement work including coordinating in-ward campaign and coalition requests, and managing internal briefings requests.
- 2.3. Ensure accurate audit trail maintained of all stakeholder engagement and all contact/activities/intelligence are recorded on stakeholder database
- 2.4. Develop effective processes and maintain record keeping of the College's

contact and relationships with stakeholders, ensuring summaries are provided to support intelligence sharing across the College.

### **3. Financial responsibilities**

- 3.1. Contribute to the development of departmental and team objectives, activity setting and monitoring of budgets, particularly for the projects that they lead on.

### **4. Specific role responsibilities**

- 4.1. Identify, monitor and disseminate intelligence on non-political stakeholder activity including keeping abreast of key developments, analysing stakeholder needs and expectations, and ensuring contact is logged accurately.
- 4.2. Identify opportunities to engage with, and influence stakeholders to promote RCN objectives. Maintain up to date data systems of activity.
- 4.3. Ensure organisational communication is aligned on stakeholder engagement.
- 4.4. Produce high quality written communications, in collaboration with colleagues, such as briefings, update emails, and analysis of stakeholder activity.
- 4.5. Coordinate and manage cross organisational stakeholder communication including in a crisis. Lead on development of content and updates on stakeholder engagement activities for members
- 4.6. Liaise with colleagues to support a UK wide approach to achieving directorate and organisational priorities.
- 4.7. Build excellent relationships with stakeholders, and lead on organisational stakeholder mapping and intelligence sharing.

### **5. Additional responsibilities**

- 5.1. Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- 5.2. Champion equality, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group Equality, diversity and inclusion statement.
- 5.3. Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is protected at all times.
- 5.4. Maximise all opportunities available to encourage member recruitment and promote the benefits of joining the RCN. Promote the RCN as the

organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies.

5.5 Undertake any other duties as requested in line with the job role.

Job description updated by:  
Beth Knight-Yamamoto, Public Affairs Manager  
February 2024