



## **THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM**

### **JOB DESCRIPTION FORM**

**Job Title:** Communications Officer, RCN Eastern

**Department:** RCN Eastern (RCN England)

**Reports to:** RCN Eastern Regional Communications Manager

**Key relationships:**

RCN Eastern colleagues  
RCN reps and activists  
RCN communications colleagues across UK  
Regional politicians  
Regional media

**Hours:** 21 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:** G

**Location:** Bury St Edmunds with hybrid working

### **JOB PURPOSE**

RCN England provides employment relations and professional support services for members across nine England regions. Working alongside the RCN's national communications team, the Eastern region has a Regional Communications Manager and Officer to manage communications with members, potential members and other audiences in the region to inform them about the RCN's services, views, activities and achievements; and to position the RCN as the authoritative voice of nursing among key influencers and decision-makers.

The Communications Officer is responsible for carrying out a range of creative and administrative tasks to support the delivery of regional member and media communications and public affairs activity throughout the region.

## **KEY RESPONSIBILITIES**

### **1. Specific role responsibilities**

- Source, write and edit regional content for corporate communications aimed at RCN members across our range of products and platforms, including bulk email.
- Support the production, presentation and development of regional member-facing communications, including products and events for RCN activists.
- Manage and update content on the regional pages of the RCN website and Intranet using the content management system.
- Help coordinate and deliver the England-wide promotion of RCN campaigns and major events to regional members.
- Contribute to the marketing communications and presentation activities aimed at recruiting and retaining members.
- Assist in the research, writing and distribution of news releases and briefings to the regional media.
- Help to manage media requests for information and interviews.
- Contribute to the gathering, verification and reporting of intelligence about issues and developments in local healthcare services affecting nursing staff and RCN members.
- Support the growth and delivery of the region's social media function and presence across our regional platforms, including Facebook and Instagram; and plan and generate create content designed to boost engagement.
- Ensure that communications produced by and on behalf of the Eastern region meet corporate standards of quality and style.
- Ensure high quality visual communications, including support with graphic design (InDesign), digital production and maintenance of regional photo database.
- Assist in the research and writing of briefing information and correspondence with key stakeholders.
- Collect, monitor and evaluate the impact of communications outputs for social media and member communications to improve communication engagement with members.

## **2. Strategic Duties**

- Help coordinate and standardise England-wide promotion of RCN campaigns and major events to external stakeholders and source, edit, develop and distribute a range of communications products in support of these goals.
- Assist in the research and writing of briefing information and correspondence.
- Provide support for members and regional staff involved in political influencing activities.
- Undertake occasional UK travel including, if required, attendance at the RCN's annual Congress and meetings with colleagues in other regions or departments.

## **3. Promote**

- 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, promotes excellence in practice and shapes health policies.

## **4. Additional responsibilities**

- Champion equity, 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.
- Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- 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
- Support member ballot and industrial action activities when required.
- Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is always protected.
- Undertake any other duties as requested in line with the job role.

Job description updated by:  
Lyndsay Buckland, Communications Manager  
May 2025