



## **JOB DESCRIPTION FORM**

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

**Job Title:** Communications & Media Officer  
**Department:** Employment Relations Wales, RCN Wales  
**Location:** RCN Wales HQ, Cardiff  
**Reports To:** Communications & Media Manager

#### **Key relationships:**

RCN Wales colleagues

RCN Wales members and regional and country communications and media colleagues

Journalists/trade unions/health board corporate communications staff

**Hours:** 17.5 hours a week (job share) to be worked flexibly in accordance with service needs, also participating in an on-call rota for out of hours cover (Monday, Tuesday and every other Wednesday)

**Grade:** G

**Salary:** 36,705 to 41,466 pro rata

#### **Job Purpose:**

The main purpose of the job is to provide communication and media support to staff and members of RCN Wales.

Based in RCN Wales HQ in Cardiff, the Communications and Media Officer is responsible for carrying out a range of creative and administrative tasks to support the delivery of country member and media and communications activities.

## **KEY RESPONSIBILITIES**

### **1. Specific Role Responsibilities**

- **Content Sourcing & Editorial Activities**

- Identify and source engaging content for RCN communications (magazines, e-journals, website).
- Initiate and maintain relationships with members, staff, and external contacts to secure content for social media and ideas for media stories
- Assist with compiling and editing blogs and feature stories contributed by staff, board members, representatives and activists and grassroots members.

- **Media & Public Relations**

- Act as a point of contact for journalists, RCN staff, and members; manage media enquiries effectively.
- Support the development and delivery of media strategies aligned with RCN campaigns and projects.
- Draft and distribute press releases; organise media interviews with RCN Wales representatives.
- Provide media briefings and support for spokespeople; coordinate media training sessions.

- **Social & Digital Media Management**

- Manage and update social media channels (e.g. Facebook, Bluesky, Threads, Instagram).
- Create engaging multimedia content and manage advertising via social platforms.
- Monitor and report on social media performance, engagement, and direct message activity.
- Write and edit content for the RCN Wales website and bulk email platform.

- **Journalistic & Marketing Content Creation**

- Draft columns (e.g. *Western Mail Professionals*) and support marketing efforts to attract/retain members.
- Assist with communications and for high-profile events (e.g. RCN Wales Nurse of the Year).

- **Copyediting & Quality Control**

- Proofread and edit all materials to meet RCN's quality standards and align with policy positions.

- **Event & Campaign Support**

- Provide communications support at RCN events, including occasional travel and overnight stays.
- Collaborate with marketing and other teams to deliver integrated campaigns and member engagement strategies.

- **Media Asset Management**

- Capture photos and videos at events; maintain RCN Wales's photo and video database.

- **Compliance & Confidentiality**

- Ensure compliance with RCN financial and operational procedures.
- Maintain confidentiality and demonstrate sensitivity in all communications.

## **2. 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.