

JOB DESCRIPTION

SECTION 1: HEADINGS

JOB TITLE: PROJECT OFFICER

LOCATION: DEPARTMENT OF EDUCATION, TRAINING & STANDARDS, RCPE, EDINBURGH

REPORTS TO: HEAD OF EDUCATION, TRAINING & STANDARDS

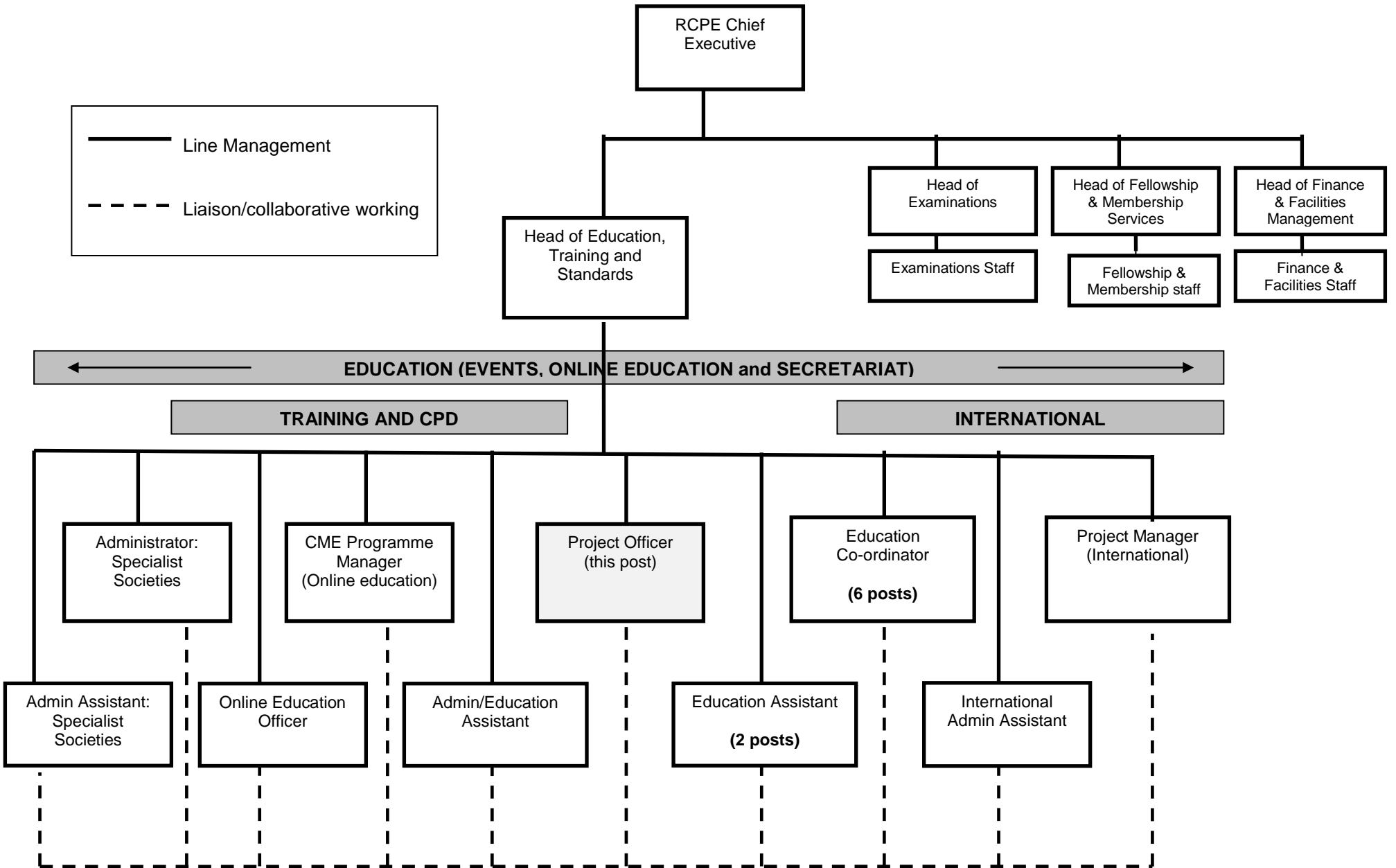
DATE: 1 MAY 2014

SECTION 2 JOB PURPOSE

- To support the Head of Department by providing administrative support to an assigned number of short-term projects to ensure the smooth pilot of new ideas and ways of working as defined in the College's education and international strategies
- To develop a good understanding of other roles in the department, to be able to provide limited holiday/sickness cover where necessary, particularly for processing delegate bookings for RCPE events and for international enquiries
- To answer telephone and email enquiries about the education programme, projects and the College in general, providing a high standard of customer service
- To co-ordinate the publicity activities of the department, to train staff across different departments to produce content for social media channels, and to help colleagues throughout the College to maximise engagement through social media

SECTION 3 ORGANISATION CHART

An organisation chart for the department is shown overleaf (no hierarchy implied – we have a flat departmental structure)



SECTION 4 DIMENSIONS
(NUMBERS ARE INDICATIVE ONLY)

General administrative support for department projects:

- Support 3 – 5 project working groups at any time, delivering as many actions from meetings as possible, or ensuring clinicians deliver actions that require clinical knowledge
- Support 6 – 10 in-house development projects to pilot new ways of working/streamline and establish systems and processes. Monitor and evaluate these projects/processes/campaigns.

Event support:

- Manage the process of producing abstracts for delegate packs, liaising with external editors and internal event co-ordinators.
- Manage content of plasma screens for education events (and others, where requested), training other members of the department as appropriate and ensuring there is always cover. Train Colleagues across the College to use the Plasma screens.
- Produce holding slides for each event, suitable for use in Edinburgh, at Regional Symposia, and at each linked site (40+ sites) – customised as appropriate with marketing material relevant to each site.
- Produce brochures for event co-ordinators to use to raise sponsorship for events.

Communications:

- To use In-Design software to update publicity materials produced by the College Communications department (making changes to text, not to design) – circa 100 documents a year.
- To manage content on 3 plasma screens in the conference centre.
- Post 20-30 Tweets and 5-10 Facebook posts per week about College activities/events (Tweets to be composed by other staff – edit and quality check first drafts of Tweets).
- Monitor day-to-day activity across all social media channels (currently Twitter, Facebook and LinkedIn accounts), posting both responsive and proactive content, and escalating as appropriate.
- Train event co-ordinators and other staff throughout the College to compose Tweets and generate content for Facebook, LinkedIn and other social media channels.
- Manage content of the College website, with full editorial rights for department pages.
- Manage an on-going programme of HTML email activity, liaising with other departments regarding design and data management, and with colleagues in the Education Team for content. Quality assure all HTML emails sent from the department and work across the College supporting others as requested.
- Manage production process and distribution of printed posters, liaising with event co-ordinators and design team, ensuring mailing deadlines are met (12+ posters, 2x year).
- Manipulate content produced by design team to maximise use across many publicity channels, including creating webverts, e-versions of flyers and posters, blog and social media posts.
- Collate content from the department for the monthly President's messages and other targeted HTML email campaigns.
- Monitor, analyse and evaluate success of communications, campaigns, and projects.

SECTION 5 MAIN RESPONSIBILITIES

- Provide administrative support for specific, time-limited projects, for example the development of a clinical app to support doctors dealing with patients with suspected Acute Kidney Injury, organising working group meetings and ensuring action points are completed
- Manage elections of the College's Overseas Regional Advisors

- Supervise the day to day work of the Education Assistants and International Assistant
- Oversee the processes for Education Assistants and International assistant in providing certificates and completing records for CPD audit for international and EMU sites (currently 95 sites and rising)
- Ensure timely marketing of webstreamed events takes place with RCPE approved marketing materials, monitor international sites' own marketing of events and alert HoD to any risks
- Co-ordinate the department's process of inviting comments from Fellows and Members to event programmes
- Gather and process information from existing data sources as required by the HoD, to assist with preparation of reports and other documents (will require use of Excel, Access and bespoke databases)
- Work with the Education Team to share, develop and update marketing procedures to ensure consistency and quality across different activities
- To provide administration for defined communication campaigns: conduct background research, draft text, determine circulation lists and numbers for print, schedule and create HTML emails (liaising with FSU as appropriate)
- Under the clear direction of the HoD, explore options/sources for IT developments to support the wider work of the department, which will explore software options for work we wish to pilot, become proficient in use of all software used in the department, including the online events booking calendar
- Liaise with other departments to ensure use of plasma screens is maximised throughout the College and support and train the Events Team to be able to sell to external clients and to publish content themselves
- Provide HR support to HoD in recruitment of new staff – responding to enquiries, logging applications, screening and removing personal details, organising rooms for interviews, issuing letters to unsuccessful applicants

SECTION 6 PLANNING AND ORGANISING

- Schedule an annual workplan, in discussion with the Head of Department
- Under the direction of the HoD and/or Project Leads, implement specific operational plans for each Project/ Working Group/Event
- Working with minimal direct supervision, prioritise weekly and daily workload to incorporate unforeseen or urgent issues without losing sight of prior deadlines and ensure multiple tasks are dealt with
- Working flexibly and accommodating change to plans whilst maintaining a positive attitude
- Ensure social media channels are checked at least 3x/day – organise cover where necessary
- Organise dates, room, agendas for weekly/bi-weekly department meetings
- Plan production process of content (posters, booklets) for department mailings, and ensure February/May/August/November mailings go out on time. Liaise with 'temp' agency for casual staff to fill envelopes where required.

SECTION 7 DECISION MAKING

- Decide on timing, frequency and intensity of communication with contributors to projects and activities
- Respond to initial project and overseas enquiries and decide whether onward referral is required
- Decide re timing and frequency of communications with project working groups
- Edit drafts of content for social media channels from others in the department/wider college, making day to day decisions or checking with HoD if unclear what is appropriate to promote where requested by other organisations

SECTION 8 INTERNAL AND EXTERNAL RELATIONSHIPS

External:

- Liaise with Project Leads, Working Groups, and invited contributors as appropriate
- Respond to enquiries from stakeholders and enquirers to provide the appropriate information
- Liaise with partner organisations in joint or collaborative events to ensure appropriate representation and participation by all partners in the planning and/or delivery of projects
- Be first point of contact for people and organisations connecting with us through our social media channels

Internal:

- Liaise with Department colleagues, College Officers, AV Technicians and Events Team to ensure set up and technical support is in place for the smooth running of project working group meetings and events
- Liaise with the College's publications staff regarding changes to documents beyond updating text
- Train staff throughout the College to use social media and plasma screens effectively – offering 1-1 or small team training sessions

SECTION 9 KNOWLEDGE, SKILLS AND EXPERIENCE NEEDED

The post holder will have:

- Excellent IT skills including of standard office applications (word processing, spreadsheets, power point, email/internet), use of survey tools such as survey monkey, doodle-polls , evidence of the ability to learn bespoke databases and other packages as required, including creative software, and an understanding of appropriate use of different file sizes (essential)
- Good written and verbal communication skills with the ability to establish and maintain effective working relationships with a wide range of College staff, physicians and other healthcare professionals (including international stakeholders whose first language may not be English) (essential)
- A flexible approach with the ability to plan own daily workload, to work both independently and in a team, and to deal with multiple tasks and sometimes competing priorities (essential)
- Excellent organisational skills and attention to detail with a demonstrable record in meeting deadlines and using own initiative (essential)
- Experience of project planning and a practical understanding of good practice in project management (desirable)
- Experience of providing project administration and supporting working groups (desirable)
- Experience working in HE/FE education or understanding of learning and teaching (desirable)
- Experience of providing support to prepare materials (text, streamed video, quizzes) for virtual learning environments (desirable)
- Experience using new/social media for marketing purposes (essential)

SECTION 10 JOB CONTEXT AND SPECIAL FEATURES

- Necessity to gain a wide understanding of different processes in the department, to provide cover for other members of the team on occasions as required.