Job description

Job title: Medical Licensing Assessment (MLA) Communications Manager, Operations & Liaison
Level: Level 3
Directorate: Education and Standards
Section: Medical Licensing Assessments
Location: Manchester
Reporting to: MLA Programme Manager

Background

The aim of the Medical Licensing Assessment (MLA) is to demonstrate that those who obtain registration with a licence to practise medicine in the UK can meet a common threshold for safe practice. It will have two parts: an Applied Knowledge Test (AKT) and a Clinical and Professional Skills Assessment (CPSA). In June 2019, GMC Council decided on a staged timetable for implementing the MLA, from 2022 to 2024.

When we implement the MLA, it will assess thousands of candidates each year. It will require working relationships with candidates, contractors, delivery partners, assessment experts and other interest groups; and involve the GMC in working directly with all UK medical schools as our delivery partners. Developing and implementing the MLA will be an ambitious and high-profile undertaking, which will draw on expertise and input from across the organisation and our stakeholder community.

The MLA programme is moving from its start-up and definition phase and into planning and delivery. To reflect this, we are reviewing our approach to communications and engagement for the programme. The MLA Communications Manager, Operations and Liaison will be part of the team which we will develop to provide this support.

Job purpose

The MLA Communications Manager, Operations and Liaison, will support the successful implementation of the MLA by:
— managing specific communications products and activity in support of the programme, across the wider GMC and externally; and

— establishing and managing an effective and productive working relationship between the MLA programme and the Strategic Communications and Engagement (SCE) directorate.

### Main responsibilities

Specifically, the postholder will take responsibility for:

a  Operational communications, including:

  ■ providing briefings, governance papers and updates or reports that combine stakeholder awareness and familiarity with the programme;

  ■ MLA-focused communications with medical schools—working closely with the MLA programme’s medical school engagement work strand—and regular communications with other delivery partners and stakeholder groups.

b  Providing input to, and liaising with SCE colleagues responsible for delivering:

  ■ Internal communications, using established channels to build and maintain wider understanding of the MLA within the GMC;

  ■ External communications:
    ■ the MLA’s presence on the GMC website;
    ■ specific communications products (press releases; circulars; blogs; newsletters; social media posts; videos);
    ■ ‘marketing’/PR material and opportunities (articles; blogs; attendance at events; potential crossovers with other things).

c  Setting up and managing effective links between

  i  the MLA teams responsible for policy, operations, liaison with medical schools, and programme management;

  ii communications colleagues working on MLA products and activity; and

  iii the wider network of GMC colleagues involved in MLA communications.
d Helping MLA programme team members to understand the benefits of the GMC’s wider communications preferences and how to consider and apply them when planning operational activity.

e Helping colleagues in the SCE directorate to understand how communications products and activity will be shaped by the policy and operational drivers, and stakeholder environment, of the MLA programme.

f Identifying wider GMC communications channels and opportunities from which the MLA can benefit and to which it can provide opportunities, including the relationship with stakeholders of senior staff.

g Applying and managing the relevant diversity and equality policy and practice relevant to the role.

h Applying the relevant management systems, procedures and policies relating to risk management, health and safety, information security and business continuity.

i Any other reasonable duties as may be assigned from time to time.

*December 2019*
Key skills

Job title: Medical Licencing Assessment (MLA) Communications Manager, Operations & Liasison
Level: Level 3
Directorate: Education and Standards
Section: Medical Licensing Assessments
Location: Manchester
Reporting to: MLA Programme Manager

Key skill 1—Technical Knowledge and Experience

a Demonstrable experience in a communications role, coupled with a proven understanding of strategic communications and engagement.

b Proven experience of managing communications for change projects and programmes.

c Good knowledge of the current healthcare landscape, stakeholders and key issues.

d Good IT skills with the ability to use Excel, Outlook, Word and PowerPoint.

e A good understanding of equality and diversity issues and best practice relating to the role’s responsibilities.

Key skill 2—Communications Skills

f Strong written and visual communication skills with the ability to present information in a way that is clear, concise, accurate and engaging.

g Strong presentation skills with a good ability to plan, facilitate and moderate group discussions.
**Key skill 3—Interpersonal Skills**

- Excellent interpersonal skills with the ability to influence and to work effectively with people at all levels, both internally and externally.
- Excellent judgement, knowing when to escalate problems and push for additional clarification to support the development of clear communications plans and briefs.

**Key skill 4—Organisational Skills**

- Excellent project management skills and experience, with the ability to plan and evaluate communications activity.
- Strong time management skills with the ability to see priorities and risks, deliver to deadlines and manage competing demands, all the while maintaining a high degree of accuracy and attention to detail.
- Demonstrable experience of co-ordinating the work of teams, functions, external partners and suppliers to deliver communications and engagement projects or activity.
- Proven ability to motivate themselves and the confidence to work effectively, both on their own and as part of a team.

**Key skill 5—Management and Leadership Skills**

- A good understanding of equality and diversity issues and best practice relating to the role’s responsibilities.
- A good understanding of business processes and policies relating to the risk management, health and safety, business continuity and information security requirements of the role.

**Key skill 6—Innovation and Problem Solving Skills**

- Strong problem solving skills, with an ability to analyse complex issues and requirements and design innovative solutions which enhance the effectiveness of communication and engagement opportunities.

*December 2019*
Terms and conditions

Job title: Medical Licencing Assessment (MLA) Communications Manager, Operations & Liaison
Level: Level 3
Directorate: Education and Standards
Section: Medical Licensing Assessments
Location: Manchester
Reporting to: MLA Programme Manager

The following terms and conditions apply to this post.

Salary band
Up to £48k

Annual leave
25 days a year, increasing by one day for each year of service up to a maximum of 30 days. You are required to use up to two of these days should the GMC decide to close its offices over Christmas.

Pension
Our workplace pension is the GMC Group Personal Pension Plan, which is operated by Aviva. This is defined contribution scheme where members receive a 15% employer contribution. There is no requirement for you to make an employee contribution, however you may wish to consider which rate you would like to make, which will be deducted from your monthly salary under our salary exchange arrangement. You can choose to join the pension scheme as soon as you start work at the GMC. But if you don’t opt in straight away, you will be automatically enrolled if you are eligible and most people working at the GMC will be eligible. If you are automatically enrolled, but you don’t want to stay in our pension scheme, you do have the right to opt out.

Other benefits
Private medical insurance with AXA PPP. Employee assistance programme with AXA ICAS.
<table>
<thead>
<tr>
<th><strong>Hours of work</strong></th>
<th>35 hours a week, 9:00 to 17:00, Monday to Friday.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>3 Hardman Street, Manchester. Some travel to other locations will be required.</td>
</tr>
</tbody>
</table>