Job description

Job title: Medical Licensing Assessment (MLA) Communications Manager, Strategy

Level: Level 3

Directorate: Strategic Communications and Engagement

Section: MLA Communications & Engagement

Location: Manchester or London

Reporting to: Head of Campaigns

Background

1. 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.

2. 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.

Job purpose

3. The MLA Communications Manager, Strategy will work as one half of a team—alongside the MLA Communications Manager, Operations and Liaison—to provide seamless overall comms support to MLA and facilitate effective links between the MLA programme and the relevant teams in the Strategic Communications and Engagement (SCE) directorate.

4. The postholder will develop and manage a long-term strategy for the programme’s external and internal communications. This will be comprehensive enough to give direction and context to individual communications, and flexible enough to respond to
unforeseen changes in programme plan, corporate or senior management concerns, and unexpected external drivers. This will require them to understand the GMC’s strategic aims for the MLA, the complex operational and policy drivers for the programme, and the mosaic of different priorities and interests between and within stakeholder groups.

**Main responsibilities**

Specifically, the MLA Communications Manager, Strategy will take responsibility for:

**Planning external and internal communications**

- **a** ‘Branding’: ensuring a distinct and consistent communications identity for the MLA programme and products, informing and informed by the content and principles of the assessment.

- **b** Key strategic messages: drafting messages; getting agreement to them at the appropriate level within the GMC; reviewing and revising them; monitoring their relationship to corporate and other messages.

- **c** Specific campaign plans that proactively identify and create opportunities to communicate, whether discrete to the MLA or as part of other communications.

- **d** Advising on the timeframes for communications: identifying and sharing information about other—known and predictable—events that may influence the nature or timing of MLA communications.

- **e** Co-ordinating and quality assuring strategic and operational MLA communications events and products.

**Planning the programme**

- **f** Contributing to the MLA’s broader programme and operational planning, from a communications perspective, and encouraging it to consider the needs of effective communications.

**Other**

- **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.
Key skills

Job title: Medical Licensing Assessment (MLA) Communications Manager, Strategy
Level: Level 3
Directorate: Strategic Communications and Engagement
Section: MLA Communications & Engagement
Location: Manchester or London
Reporting to: Head of Campaigns

Key skill 1 – technical knowledge and skills

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

h Excellent interpersonal skills with the ability to influence and to work effectively with people at all levels, both internally and externally.

i Excellent judgement, knowing when to escalate problems and push for additional clarification to support the development of clear communications plans and briefs.

j To ensure our services and contact with customers are delivered in line with the standards and expectations of the GMC’s customer service strategy.

Key skill 4 – organisation skills

k Excellent project management skills and experience, with the ability to plan and evaluate communications activity.

l 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.

m Demonstrable experience of co-ordinating the work of teams, functions, external partners and suppliers to deliver communications and engagement projects or activity.

n Proven ability to motivate themselves and the confidence to work effectively, both on their own and as part of a team.

Key skill 5 – innovation and problem solving skills

o 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.

Key skill 6 – people management skills

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

q 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.

December 2019
Terms and conditions

Job title: Medical Licensing Assessment (MLA) Communications Manager, Strategy  
Level: Level 3  
Directorate: Strategic Communications and Engagement  
Section: MLA Communications & Engagement  
Location: Manchester  
Reporting to: Head of Campaigns

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.
| **Hours of work** | 35 hours a week, 9:00 to 17:00, Monday to Friday. |
| **Location** | 3 Hardman Street, Manchester or Regent’s Place, 350 Euston Road, London. Some travel to other locations will be required. |