

HEAD OF COMMUNICATIONS AND ENGAGEMENT

JOB DESCRIPTION

The Faculty of Forensic and Legal Medicine (FFLM) is a Faculty of the Royal College of Physicians. It is a registered charity set up in 2005 to develop and maintain the highest possible standards of competence and professional integrity in the field of forensic and legal medicine. Its purpose is to advance education and knowledge, and develop and maintain good practice, in the field.



Job title:	Head of Communications and Engagement
Contract:	Permanent, full time or part time
Salary	£45,000 - £50,000 per annum full time equivalent, depending on experience, pro rata for part-time hours
Location:	Remote working, with occasional evening or weekend work, travel within the UK and overnight stays
Responsible to:	Chief Executive
Key relationships:	Head of Operations Internal Affairs Manager Training Manager Examinations Manager Finance and Membership Officer Administrator IFAS staff / Head of Communications and Engagement FFLM Senior Officers FFLM committees, working groups and volunteers Health, justice, regulatory and professional bodies Government departments, policymakers and commissioners Media, suppliers and external partners
Working Hours:	28 to 35 hours per week, equivalent to four or five days. We welcome applications from candidates seeking either a full time or four day working pattern.
Annual Leave:	23 days (28 hours) or 29 days (35 hours) per year plus statutory bank holidays

Role purpose

This is a newly created role with responsibility for establishing, shaping and growing the FFLM's communications, engagement and public affairs function. The postholder will set its direction, develop new ideas and contribute to the delivery and future development of the FFLM's strategy.

The postholder will lead the FFLM's communications and social media, own and coordinate its strategic stakeholder relationships, strengthen member engagement and work collaboratively across the FFLM to develop and articulate policy positions.

This is both a strategic and practical role. The postholder will advise senior leaders while personally delivering key activity and building the systems, profile and case for investment needed to develop the function and, if appropriate, a team around it.

Key responsibilities

Function leadership and strategy

- Establish and lead the FFLM's communications, engagement and public affairs function
- Develop and deliver a communications and engagement strategy, annual plan, budget and measures of success aligned with the FFLM Strategy
- Contribute communications and engagement expertise to organisational strategy and advise the Chief Executive and senior officers on opportunities, priorities and risks
- Develop a clear and consistent narrative about the FFLM's purpose, expertise, priorities and public value
- Identify new opportunities to increase the FFLM's reach, influence and impact and help shape the future capacity and structure of the function

Policy and public affairs

- Work collaboratively with senior officers, staff, relevant volunteers and committees to identify, develop and articulate the FFLM's policy positions
- Coordinate consultation responses, position statements, briefings and other policy outputs, drawing together the appropriate expertise and securing the necessary approvals
- Monitor policy, political and sector developments and advise on issues where the FFLM should engage, comment or contribute its expertise
- Translate complex clinical, professional and policy matters into clear, authoritative and influential communications
- Develop communications and engagement activity supporting specialty recognition and the FFLM's contribution to policy and public debate

Stakeholder and member engagement

- Own and coordinate the FFLM's strategic stakeholder relationships across health, justice, government, regulation, education and the professional body sector
- Create and maintain a stakeholder map and engagement plan and determine which relationships should be held by the Chief Executive, senior officers or other FFLM representatives
- Build direct relationships with priority stakeholders and ensure that the appropriate FFLM representatives are connected, briefed and supported
- Coordinate stakeholder meetings and engagement activity and ensure that commitments, actions and opportunities are recorded and followed through
- Develop a coordinated approach to member communications and engagement that strengthens the membership proposition and creates opportunities for members to contribute
- Use member insight and feedback to support participation, recruitment and retention, working closely with the Finance and Membership Officer

Social media, digital communications and content

- Develop and deliver the FFLM's social media strategy and take responsibility for the daily management of its social media accounts
- Plan, create and commission engaging content and campaigns supporting the FFLM's policy, membership, training, examinations, events and strategic priorities
- Work with senior officers, members, volunteers and subject experts to share the FFLM's expertise and contribute to relevant professional and public discussions
- Lead the planning and management of the FFLM's website, email communications, newsletter (Faculty Files), publications and wider content calendar
- Monitor online conversations, respond appropriately and coordinate specialist or senior input where required
- Use analytics and audience insight to improve content, extend the FFLM's reach and increase engagement

Media and reputation

- Act as the principal contact for media enquiries and develop relationships with relevant journalists and sector media
- Identify opportunities for proactive coverage and expert commentary and prepare press releases, statements, briefings and support spokespeople
- Monitor media coverage and emerging issues that may affect the FFLM's reputation, credibility or relationships
- Lead the coordination of responses to significant or sensitive issues, bringing together the Chief Executive, senior officers, staff and subject experts to agree the approach
- Coordinate agreed responses across the FFLM's channels and relationships, ensuring significant decisions receive the appropriate senior approval

Campaigns, evaluation and future growth

- Work with colleagues to promote the FFLM's training, examinations, conferences, events, publications and membership
- Develop targeted campaigns to increase awareness, participation, reach and income
- Manage the agreed communications budget and commission designers, agencies, freelancers and other suppliers where required in lined with the FFLM's procurement and approval processes
- Measure and report on communications, engagement, stakeholder and campaign performance, using the findings to improve future activity
- Develop proposals for future investment, resources and staffing as the function grows

General responsibilities

- Work collaboratively and constructively across a small, fully remote organisation
- Maintain confidentiality and exercise sound judgement when handling sensitive information
- Comply with data protection, charity governance and relevant FFLM policies
- Promote equality, diversity, inclusion and accessibility
- Undertake other reasonable duties consistent with the seniority and purpose of the role

Person specification

Essential

- A strong record of developing and delivering effective communications and engagement activity at a senior level
- Excellent writing and editing skills, with the ability to make complex or technical subjects clear and compelling
- Strong practical experience of social media, digital content, websites, email communications and integrated campaigns
- Experience of building and managing relationships with senior stakeholders and supporting influential external engagement
- Experience of policy or public affairs communications, including turning expert contributions into clear positions, briefings or consultation responses
- Experience of media relations and handling sensitive communications or reputational issues
- The judgement and confidence to advise chief executives, senior leaders and subject experts
- The initiative, creativity and organisational ability to establish a new function and turn ideas into practical plans
- Strong project management and prioritisation skills, with the ability to deliver across a broad remit in a small organisation
- A collaborative approach and the ability to work effectively with staff, officers, committees, members and volunteers

Desirable

- Experience of establishing or growing a communications, engagement or public affairs function
- Experience in healthcare, justice, regulation, a Medical Royal College or another relevant sector
- Experience within a professional body, charity or membership organisation
- Experience of working with government departments, NHS or other UK health bodies, commissioners or regulators
- Experience of member engagement and promoting training, examinations, conferences or events
- Experience of recruiting, managing or developing communications staff, and of commissioning or overseeing external agencies or consultants, including supporting the growth of a communications function.

Personal attributes

- Ambitious, creative and full of ideas
- Comfortable taking ownership and building something new
- Politically astute, credible and diplomatic
- Curious, proactive and alert to opportunities
- Pragmatic, collaborative and strongly focused on delivery
- Adaptable and resilient, maintaining momentum amid changing priorities

Interview details

- 26 October 2026 – Applications close at 9am
- 02 November 2026 – Interview
- 06 November 2026 – Possible second interview