



Media, Community Partnerships & People Stories Manager

Candidate Pack & Job Profile

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Hello and welcome

Professor Jonathan Wyllie
President, Resuscitation Council UK



A handwritten signature in blue ink, appearing to read 'J. Wyllie'.



A handwritten signature in blue ink, appearing to read 'James Cant'.

Dr James Cant
CEO, Resuscitation Council UK

Cardiac Arrest is a major cause of death in all developed western countries. Looking at the UK figures for both in and out-of-hospital cardiac arrests, we see the following:

- There are about 30,000 cardiac arrests a year outside of hospital where emergency medical services attempt to resuscitate the person who has collapsed and stopped breathing normally. However, the survival rate is dismal – fewer than one in ten people survive to be discharged from hospital.
- In 2019/20 over 12,500 patients had a cardiac arrest while they were in hospital, equating to around 1 in every 1000 hospital admissions. The survival to discharge home rate for this group is around 24%.

Cardiac Arrest can happen anywhere to anyone. Although the chances of survival are greater when it happens in hospital rather than out, there's been no significant improvement for many years, particularly in the out-of-hospital setting. Some patients also receive cardiopulmonary resuscitation (CPR) when they shouldn't - either because it's against their wishes or when there would be no benefit to the patient and could cause more harm.

What are we doing about all this?

We want to improve people's chance of survival from a cardiac arrest wherever they are – whether that's in a hospital bed, at home or walking in the park. And we want to ensure that CPR is only attempted when appropriate. Our training courses and scientific evidence-based guidelines are designed to help not just all types of healthcare professional, but members of the public too. Because everyone should have the skills to try to save a life.

Why join us?

You would be joining us at an exciting time for the organisation. In May 2021, we published the RCUK Guidelines 2021. These are up-to-date, expert-written, revised guidelines for best practice and clinical excellence in resuscitation. They will give people their best chance of successful outcomes from cardiac arrest or improve patient and family experience in conversations, decisions and planning for end-of-life care. Over the coming months, we will be launching our updated resuscitation courses to reflect the updated guidance, bringing high-quality resuscitation training to over 150,000 candidates each year.

Hello and welcome

It's a really exciting time for Resuscitation Council UK. We've recently published Guidelines 2021 and we have set out our exciting vision to 2030 which will help us to save even more lives through resuscitation.

Our vision

We have also defined our vision to take us to 2030. By 2030:

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in clinical and care settings, underpinned by the comprehensive availability of appropriate clinical guidance, training and life-long learning.
- Survival rates for cardiac arrests should match world-leading comparators.
- Everyone affected by involvement in a cardiac arrest and the provision of resuscitation receives appropriate, personalised support.
- Resuscitation has become a mechanism to reduce social inequalities, not another measure of them.

Being insight driven, inclusive and diverse in everything we do, is vital to our work moving forward.

We hope you will want to be part of this exciting new chapter for the organisation and our cause. Join RCUK and challenge us and all people working in the field of resuscitation to close the gap with the global leaders in survival, ensure the entire Chain of Survival operates consistently at world-class levels and ensure that cardiac arrest survival is no longer another area of health inequality.

Our people

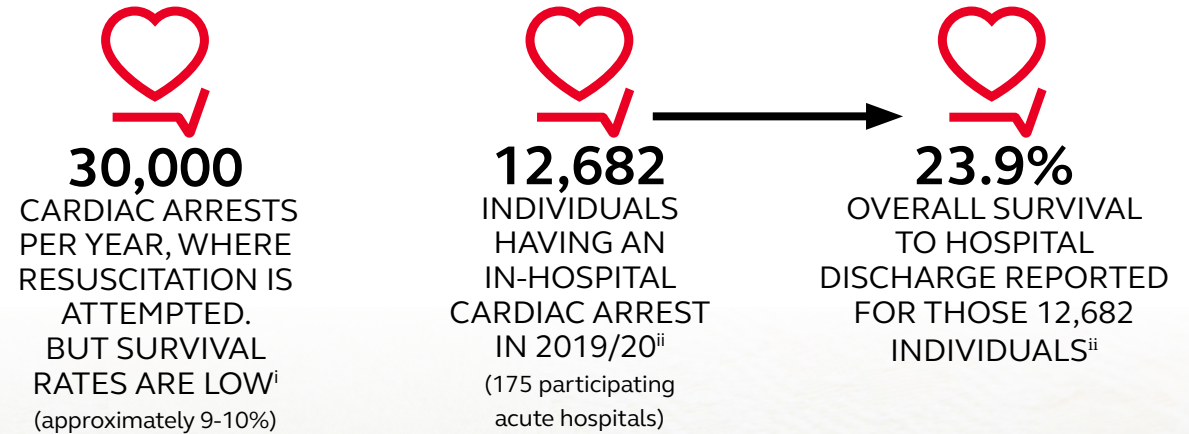
What makes RCUK special is its people and our access to some of the world's leading experts in the field of resuscitation.

As well as a dedicated in-house team, we're also lucky to have an amazing UK-wide army of volunteer instructors who are crucial to our ability to save lives through resuscitation. Working tirelessly to educate and train others, they are the bedrock on which we build our ambitions for the future.

We have a bold vision, and the determination, expertise, and ability to save more lives.

We invite you to join us.

Our aim



Saving lives underpins everything we do.

Sudden death from a cardiac arrest is one of the leading causes of death in the UK and it can strike anyone, at any time, anywhere.

To combat this, we're educating the public and healthcare professionals in all aspects of cardiopulmonary resuscitation (CPR).

- We believe that effective and appropriate CPR and defibrillation saves lives.
- We believe that survival rates from out-of-hospital Sudden Cardiac Arrest in the UK must improve urgently.
- We believe that everybody in society should learn basic lifesaving skills to aid the chain of survival.
- We believe that scientific research is key to advancing resuscitation practice and improving outcomes.
- We believe that, whenever possible, people should be able to choose whether or not they want to be resuscitated.

ⁱ Out-of-Hospital Cardiac Arrest Overview – England 2019, https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/epidemiologyreports/ohcao_epidemiology_report_2019_-_england.pdf

ⁱⁱ Based on key statistics from the national in-hospital cardiac arrest audit (NCAA) for 2019/20. (175 participating hospitals). These incidents are defined as any resuscitation event commencing in hospital where an individual receives chest compression(s) and/or defibrillation and is attended by the hospital-based resuscitation team (or equivalent) in response to a 2222 call.

Our people are our strength

Our members and volunteer Instructors include doctors, nurses, resuscitation officers, paramedics, other healthcare professionals and non-clinical members of the public.

They are experts in a wide range of clinical settings including primary care (general practice), ambulance services, emergency and acute hospital medicine, intensive care and anaesthesia, cardiology, and end-of-life care.



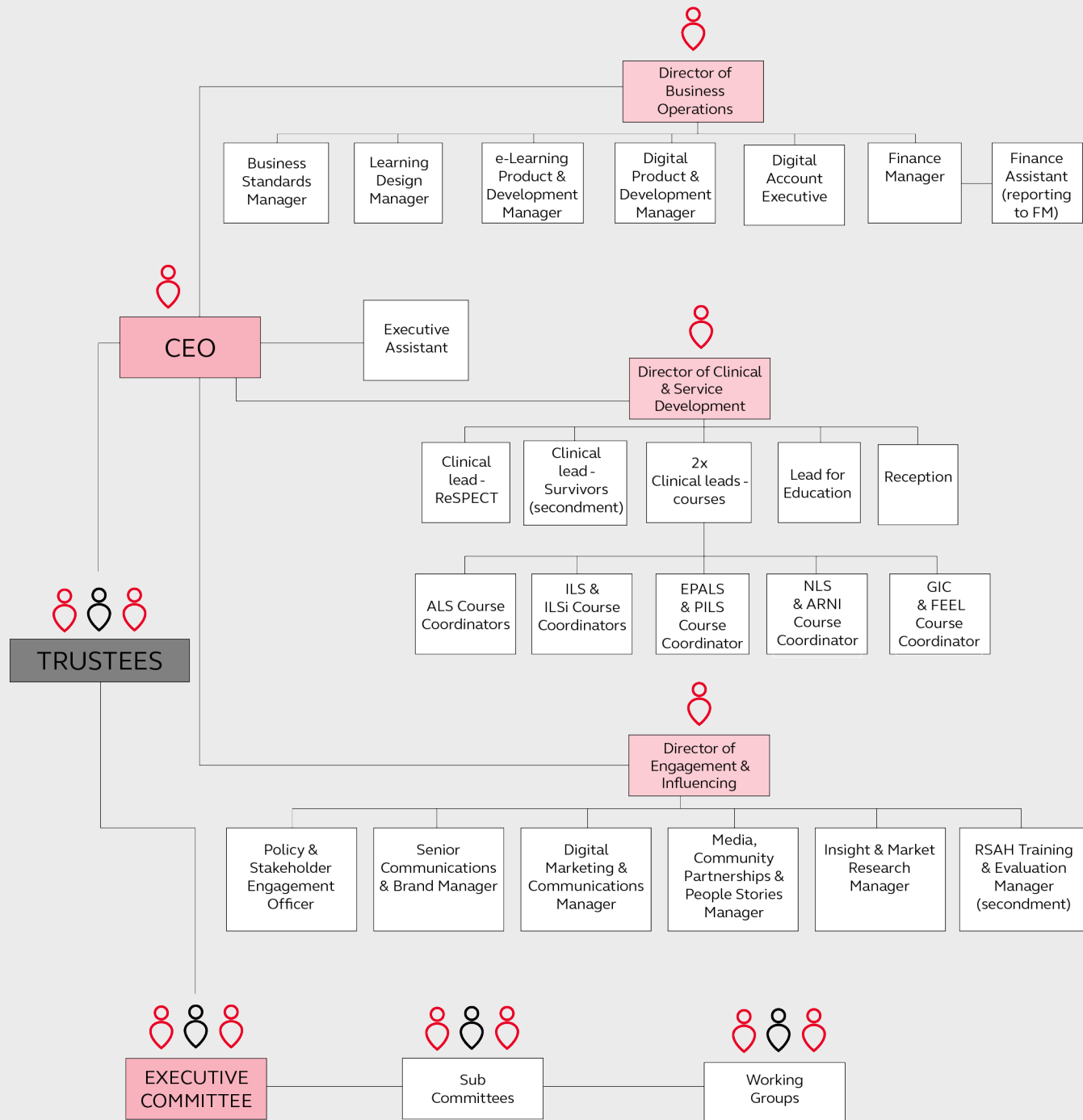
Who we are

RCUK is led by our Chief Executive Officer and senior management team on behalf of the Trustees, by whom we're governed.

Our seven Trustees include the President, Vice-President, Honorary Treasurer and Honorary Secretary. The CEO and the Board of Trustees are advised by a 25-person Executive Committee, 12 of whom are elected from, and by, RCUK Full members.

Members of our Subcommittees and Executive Committee are part of the national and international community of resuscitation practice. Experts are involved in national groups and organisations such as the Out-of-Hospital Cardiac Arrest Expert Advisory Group (NHS England and Improvement), National Cardiac Arrest Audit (NCAA), and National Confidential Enquiry into Patient Outcome and Death (NCEPOD).

Many of these experts are influential not only in Europe as Members or Chairs of committees within the European Resuscitation Council (ERC), but also within the International Liaison Committee on Resuscitation (ILCOR) community.



What we do

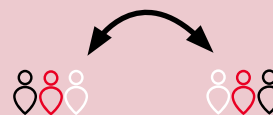
The more people we educate, the more people will survive cardiac arrests in the future.

In 2019/20, our volunteer instructors trained over 158,000 healthcare professionals, including doctors, nurses, paramedics and other allied healthcare professionals.



We create guidelines

Based on the best available evidence, we create NICE accredited guidelines for healthcare professionals, health service managers, patients, their families and carers, and members of the public involved in resuscitation. With the latest editions published in May 2021, these are tailored specifically to clinical practice in the UK. They are a crucial part of the toolkit our volunteers use to arm people with the necessary skills to resuscitate.



Working in partnership to effect change

We enjoy an enviable position as the acknowledged expert organisation in the field of resuscitation. We also work closely with charities and other professional organisations including the Royal Colleges to develop Quality Standards for CPR Practice and Training and to ensure their continued provision and delivery as part of statutory training and professional development. We ensure that resuscitation continues to be seen as a priority area for decision-makers in government, the NHS and the wider stakeholder community. We understand that significant improvements in survival will only be achieved by strategic, system-wide developments. That's why we've played an active role in multi-partner campaigns to ensure that school students receive CPR training and that defibrillators are properly mapped. We're proud of our role coordinating Restart a Heart and we are delighted to partner with a number of community-led organisations that can help us reach diverse communities and address the health inequalities that exist around cardiac arrests.



We provide training and training materials

We're respected nationally and internationally for our high quality, evidence-based resuscitation training and training materials. Our courses in adult, paediatric and newborn resuscitation are developed by a number of subcommittees, comprising healthcare professionals and educators representative of the core subject group, and they're delivered by a network of over 15,000 trained Instructors.

What we do continued...



We've developed products that help save lives

Designed to support healthcare professionals, iResus is a free app which enables users to access the latest resuscitation algorithms. We've also developed our Lifesaver portfolio, which allows viewers to step into an emergency situation and learn the crucial skills needed to save a life. Whether you want to offer CPR and choking training to your employees or students, or want to learn yourself, we have an engaging way for you to learn what to do.



Restart a Heart Day

We lead the Restart a Heart campaign, a national collaborative, with the British Heart Foundation, St John Ambulance, British Red Cross and Association of Ambulance Chief Executives. This annual campaign aims to teach vital life-saving cardiopulmonary resuscitation (CPR) skills to as many people as possible.

In 2020/21, iResus had over 45,000 downloads.

And since spring 2013, an estimated 2 million people have accessed Lifesaver across all platforms.

The 2019 Restart a Heart Campaign was record-breaking, with over 291,600 people learning life-saving CPR skills. The social media element of the campaign saw a combined reach and impressions of over 135 million.

What we do continued...



Scientific research and financial support

We promote research into all aspects of the science, practice and teaching of resuscitation techniques, and provide financial support for suitable projects through our £150,000 annual research fund.



ReSPECT

We're leading the development and UK-wide implementation of ReSPECT, the Recommended Summary Plan for Emergency Care and Treatment, designed to be applicable to all patients in all care settings. ReSPECT encourages an informed and open discussion between patients and health professionals where the preferences and personal wishes of the patient are truly reflected upon.

Research study topics funded over the last few years include AEDs within urban and rural areas, the development of human models for resuscitation chest compressions, the experiences of paramedics taking part in large randomised airway trials and developing a quality of life instrument for survivors.

Since ReSPECT's national launch in 2017, we have seen a huge uptake across the UK's health and social care system. It's now used in around 75% of counties in England, in some areas of Scotland and is recognised in all areas of the UK.

What our staff say



In all of my long years of experience I have never worked in such a collaborative and inclusive environment where teams and individuals work so well together led by a strong senior management team and a CEO whose (virtual) door is always open.



**Suzanne/
Executive Assistant**

I joined RCUK during the pandemic and all the RCUK team has made me feel really welcome despite us never having met in person. As the organisation is small in size, there's a nice culture of collaboration between teams.



**Andi/
Director of Engagement
and Influencing**

I love working in organisation whose foundation is built on clinical evidence and excellence in practice but at its heart is care. I am part of a cohesive and dynamic team who, irrespective of their role with the organisation, are all committed to the idea that everyone should have the skills needed to save a life. It is not just an aspiration but a tangible goal that we are all striving to deliver.



**Isabelle/
Clinical Lead: Courses**

What we're looking for

Let us tell you more about the opportunity to work with us...

Job title |

Media, Community Partnerships & People Stories Manager

Location |

Home and/or office based (Resuscitation Council UK, Tavistock House, London. WC1H)

Reports to |

Director of Engagement and Influencing

Salary range |

C- £41,000

Hours |

37.5 hours per week – Applications for job sharing are welcome

Media, Community Partnerships & People Stories Manager | Job Description

About the post

The Media, Community Partnerships and People Stories Manager will be responsible for Resuscitation Council UK's media activity, the development of people stories to show the human impact of our work and the development of trusted partnerships with community and other types of organisations that can help us to meet our objectives.

As an expert, but small, organisation, we recognise the critical value of low-cost/no-cost channels in raising awareness of sudden cardiac arrests, the importance of learning CPR and AED awareness and inspiring public action to save lives. We also understand the importance of working with trusted organisations and messengers to reach communities in an effective and culturally sensitive way. For example, by working together to understand people's current attitudes, motivators and barriers around CPR and co-creating content in the most appropriate format and languages to inspire people to save lives.

In this varied role, the postholder will seek out stories that raise awareness for, and build the profile of, Resuscitation Council UK, our guidelines, courses, and standards, and other important areas of our work, such as the Restart A Heart campaign and the Recommended Summary Plan for Emergency Care and Treatment (ReSPECT) process.

Where the role sits

The Media, Community Partnerships and People Stories Manager will be situated within the Engagement and Influencing team of RCUK, and will report to Andrea Ttofa, the Director of Engagement and Influencing. The postholder will work with other members of the Engagement and Influencing team and will lead the work to secure media coverage, develop and share case studies relating to our work and to develop community partnerships across diverse groups. The role will work closely with all members of the Operations and Clinical and Service Development departments and build strong trusted relationships that ensure our work positively resonates with, and impacts communities.

Diversity, inclusion and working with people with lived experience are important elements of our work and we recognise the need for us as an organisation to keep improving in these areas. Our membership of the Inequalities in Health Alliance and National Voices are important to us. We are committed to continual improvement and encourage colleagues to keep learning and developing, to identify gaps in our knowledge, and to access events and webinars that help us to increase our knowledge and experience, particularly in the areas of equality, diversity and inclusion.

What we're looking for

We always seek to balance business needs with a flexible approach to working styles and preferences. Work can be undertaken at home and/or in the office (Tavistock House, London), at the successful applicant's choice. Some travel to the office or other locations will be required as part of the role, but reasonable adjustments, such as enabling the postholder's participation through digital technology, will be made for the successful applicant where this is required. If you would like to make an Access to Work application for a grant to pay for support tailored to your individual needs, such as a support worker, adaptations to the equipment you use, special equipment, taxi fares to and from work if public transport is not accessible to you, we will support you in this process.

Media, Community Partnerships & People Stories Manager | Job Description

Main Duties and Responsibilities Media

- Build and maintain relationships with key media contacts, both proactively and reactively.
- Identify, and source, create and plan for opportunities for proactive PR, while swiftly managing responses to reactive PR.
- Research and develop ideas for new stories to further RCUK objectives and sell these into journalists.
- Lead in providing quick and considered responses to any negative PR, briefing the Director of Engagement and Influencing, the CEO and other senior leaders and trustees as appropriate.
- Establish press and media protocols and procedures for staff, senior leadership, executive committee members and Trustees to manage brand and message consistency and ensure organisational objectives are being met.
- Draft press releases and provide other materials for media and other outlets.
- Identify opportunities to work collaboratively and secure media coverage with other organisation's to further the organisation's aims.

- Arrange and participate in out of hours press phone rota.
- Oversee the monitoring of press stories related to the organisation and evaluate the impact of our media activity.

People stories

- Develop and oversee a real stories 'case study' process that ensures that we have a robust and well governed process in place, so that people who share their story with us and publicly are supported well throughout the journey. We will support the postholder accessing specialist input around UK-GDPR or accessing data protection training if this is required.
- Ensure other members of the Engagement and Influencing team develop real people stories in line with the designated process.
- Source and develop relationships with people from all backgrounds with a personal story to share to grow our 'real stories' programme and ensure that human stories sit at the heart of our communications and marketing work.
- Working with people from a range of different backgrounds who have a personal story to share about cardiac arrests, bystander CPR, and decision making around emergency care planning to ensure we are diverse in our storytelling.

What we're looking for

Media, Community Partnerships & People Stories Manager | Job Description

- Identify ways to show our work in practice, sharing the human stories of health and social care professionals at the heart of the resuscitation community and the impact they make on a day-to-day basis.
- Seek out and create opportunities to share stories and mark milestones to raise awareness of objectives, and raise the profile of RCUK.
- Identify opportunities to co-create content with partners in a range of formats and languages that will resonate, tap into motivations, address myths and misconceptions and inspire people to act.
- Support the delivery of the Restart a Heart initiative, working with internal colleagues and other partners to expand the initiative's reach and impact.

Community partnerships

- Use insight to define the partnerships focus and develop a partnership strategy to help us equip people with the skills to save a life.
- Identify potential and build trusted relationships with community partners and influencers who we can work with to authentically engage diverse audiences to recognise a cardiac arrest, learn CPR and be willing to act. There will be a particular focus on addressing health inequalities and engaging with community organisations and partners that can help us to engage communities that are more likely to have a cardiac arrest, less likely to have bystander CPR and less likely to survive.
- Evaluate the impact of our partnership working on an ongoing basis.
- Editorial opportunities and content creation.
- Identify hooks and opportunities to promote RCUK's work.
- Contribute to monthly editorial planning meetings and use organisational planning processes so activities can be prioritised and resourced against organisational needs.
- Use insight to frame stories, inform messaging, and the creation of content in a range of formats (video, animation, graphics, imagery, case study etc) for RCUK channels.

What we're looking for

Media, Community Partnerships & People Stories Manager | **Job Description**

- Ensure our content is accessible and reflects the diverse resuscitation community and Society as a whole.

Other

- Follow RCUK brand and style guidelines to ensure RCUK communications is consistent across all comms channels.
- Act as the communications lead within the Engagement and Influencing department as required, taking responsibility for developing the comms and marketing plan to support areas of work as agreed across the department.
- Measure and evaluate the impact of work undertaken.
- Record interactions with partners in the RCUK CRM (customer relationship management) system to ensure there is good contact lists of partners and record keeping around engagement.
- There is an occasional need for weekend/evening working and time off in lieu is granted in line with our time off in lieu policy.

What we're looking for

Media, Community Partnerships & People Stories Manager | Person Specification

Person specification

Qualifications, Knowledge and Experience

- Experience of working in communications, media/PR or a similar field.
- Experience of delivering media relations activity for an organisation of any size.
- Experience of developing and measuring the impact of communications and marketing strategies, using a range of channels to reach target audiences.
- Experience of producing high-quality, creative, targeted communications, including copywriting, tracking and reporting.
- Experience of translating complex ideas into accessible and engaging messages and tailoring communications to suit the intended audience(s).
- Experience of supporting leadership with internal and external messages.
- Experience of developing and sustaining relationships with a wide range of stakeholders including journalists, community organisations, people living with/affected by health conditions, health and social care professionals, charities and third party suppliers.

- Experience working with patients and their families and carers and empowering them to ensure their voice is heard.

Personal Attributes and Skills

- Excellent verbal and written communication skills – can communicate in plain English, create audience focused communications, and has the ability to adapt communication style accordingly to allow for accessibility needs where required.
- Strong commitment to diversity and inclusion – the ability to work with people from all backgrounds and passionate about addressing inequalities.
- Excellent corporate storytelling skills, with the ability to seek out engaging stories and news, and communicate these effectively.
- Evidence of a creative approach, with the drive to deliver new initiatives and improve existing programmes with minimum supervision.
- Ability to convey information accurately and promptly to internal and external customers.

What we're looking for

Media, Community Partnerships & People Stories Manager | **Person Specification**

- Evidence of strong interpersonal and influencing skills and an ability to engage with and influence a diverse range of contacts at all levels, both internally and externally.
 - Strong storytelling skills.
 - Ability to plan and manage projects, working with a range of stakeholders.
 - Excellent time management skills with the ability to prioritise workloads, delegate appropriately, deal with conflicting demands and meet tight deadlines.
 - A proactive approach, with the ability to use initiative when dealing with urgent events or communications issues.
 - Flexible and adaptable; a good team player.
- Desirable**
- Good knowledge and understanding of health and/or social care policy.
 - Experience of working with health journalists, professional trade press and community media for example that are aimed at people from specific ethnic backgrounds or that belong to a specific faith.
 - Experience of creating content for social media.
 - Experience of collating, analysing and interpreting data and intelligence.



What we can do for you

We recognise the commitment and efforts our employees make to keep our organisation running smoothly and efficiently - so in return, we offer a wide range of staff benefits.

We always seek to balance business needs with a flexible approach to working styles and preferences.

We have a strong commitment to inclusion and diversity and will support Access to Work applications.

Holiday allowance

30 days' annual leave for the first six years, thereafter increasing to the maximum which is 33 days.

Personal Accident Cover

If, after the successful completion of the probationary period, you die during your period of employment as the result of an accident, personal accident insurance benefit based on three times your annual gross salary will be paid to your nominated trustee.

Private Medical Insurance

After three months of working with us you'll be invited to join the private healthcare scheme, currently administered by Aviva.

Pension Plan

A workplace pension scheme where we contribute 8% of your salary into the scheme. The scheme is activated after three months of employment.

Interest-Free loans

Permanent employees (after successful completion of their probation period) can apply for an interest free travel and / or tenancy deposit loan up to a total of £10,000. This is deducted from your monthly salary.

Life Insurance

If, after the successful completion of your probation, you die during your period of employment, life insurance consisting of three times your annual gross salary will be paid to your nominated trustee as a tax-free lump sum.



How to join us

To apply for this exciting opportunity, please submit:

- A comprehensive CV, specifying significant achievements in your career to date.
- A supporting statement, of no more than two sides, explaining how your skills and experience can support and add value to our organisation.
- A completed diversity monitoring form.

Email your applications to recruitment@resus.org.uk with **Media, Community Partnerships & People Stories Manager** in the subject line by 5pm Sunday 15 August 2021.



During the shortlisting process, those shortlisting applications will not have access to your name, date of birth, address or highest level of educational attainment.

The interview process is likely to be carried out virtually using digital technology due to COVID-19.

Interviews for this role are likely to take place during weeks commencing 6 and 13 September. There may be a second stage interview.

If you need any assistance with the application process, adaptations or modifications for interview, please let us know.

We welcome and will accept applications using an alternative process (such as video or audio applications). Please contact us on email or by phone to discuss this prior to submitting your application.

Please email suzanne.horner@resus.org.uk or phone **0207 391 0718** to discuss your requirements

For an informal and confidential discussion about the role, please contact Andrea Ttofa, Director of Engagement and Influencing, on 020 7391 0207 or andrea.ttofa@resus.org.uk