



**Resuscitation
Council UK**

Director of Engagement and Influencing

Candidate Pack & Job Profile

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Hello and welcome

Professor Andrew Lockey

President, Resuscitation Council UK



A handwritten signature in black ink that reads "Andrew Lockey".



A handwritten signature in black ink that reads "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 2020/21 over 10,400 patients had a cardiac arrest while they were in hospital, equating to around 1 in every 1,000 hospital admissions. Survival to discharge home rate for this group was around 22%. The figures for this year were impacted by the COVID-19 pandemic.

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. We subsequently introduced updated resuscitation courses to reflect the 2021 guidance, bringing high-quality resuscitation training to over 100,000 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, community and care settings, underpinned by the comprehensive availability of evidence-based clinical guidelines, training and life-long learning.
- Survival rates for out of hospital cardiac arrest match world-leading comparators.
- Everyone affected by involvement in a Cardiac Arrest (CA) and the provision of cardiopulmonary resuscitation receives appropriate, personalised support.
- Cardiopulmonary 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 Vision



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.

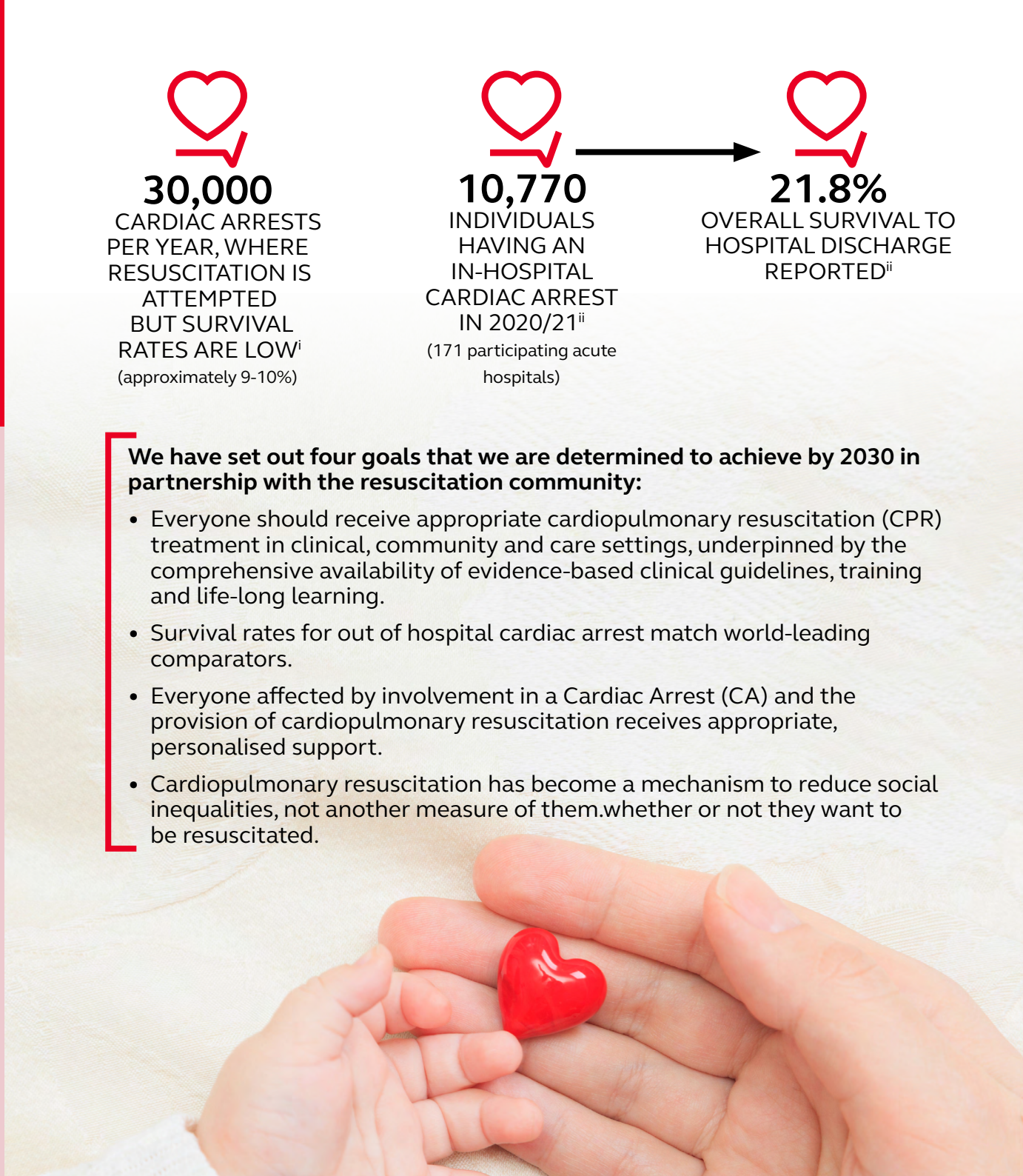
To combat this, we're educating the public and healthcare professionals in all aspects of cardiopulmonary resuscitation (CPR).

ⁱ Based on University of Warwick Out-Of-Hospital Cardiac Arrest data for England

ⁱⁱ Based on key statistics from the national in-hospital cardiac arrest audit (NCAA) for 2020/21. (171 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.

We have set out four goals that we are determined to achieve by 2030 in partnership with the resuscitation community:

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in clinical, community and care settings, underpinned by the comprehensive availability of evidence-based clinical guidelines, training and life-long learning.
- Survival rates for out of hospital cardiac arrest match world-leading comparators.
- Everyone affected by involvement in a Cardiac Arrest (CA) and the provision of cardiopulmonary resuscitation receives appropriate, personalised support.
- Cardiopulmonary resuscitation has become a mechanism to reduce social inequalities, not another measure of them. whether or not they want to be resuscitated.



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.



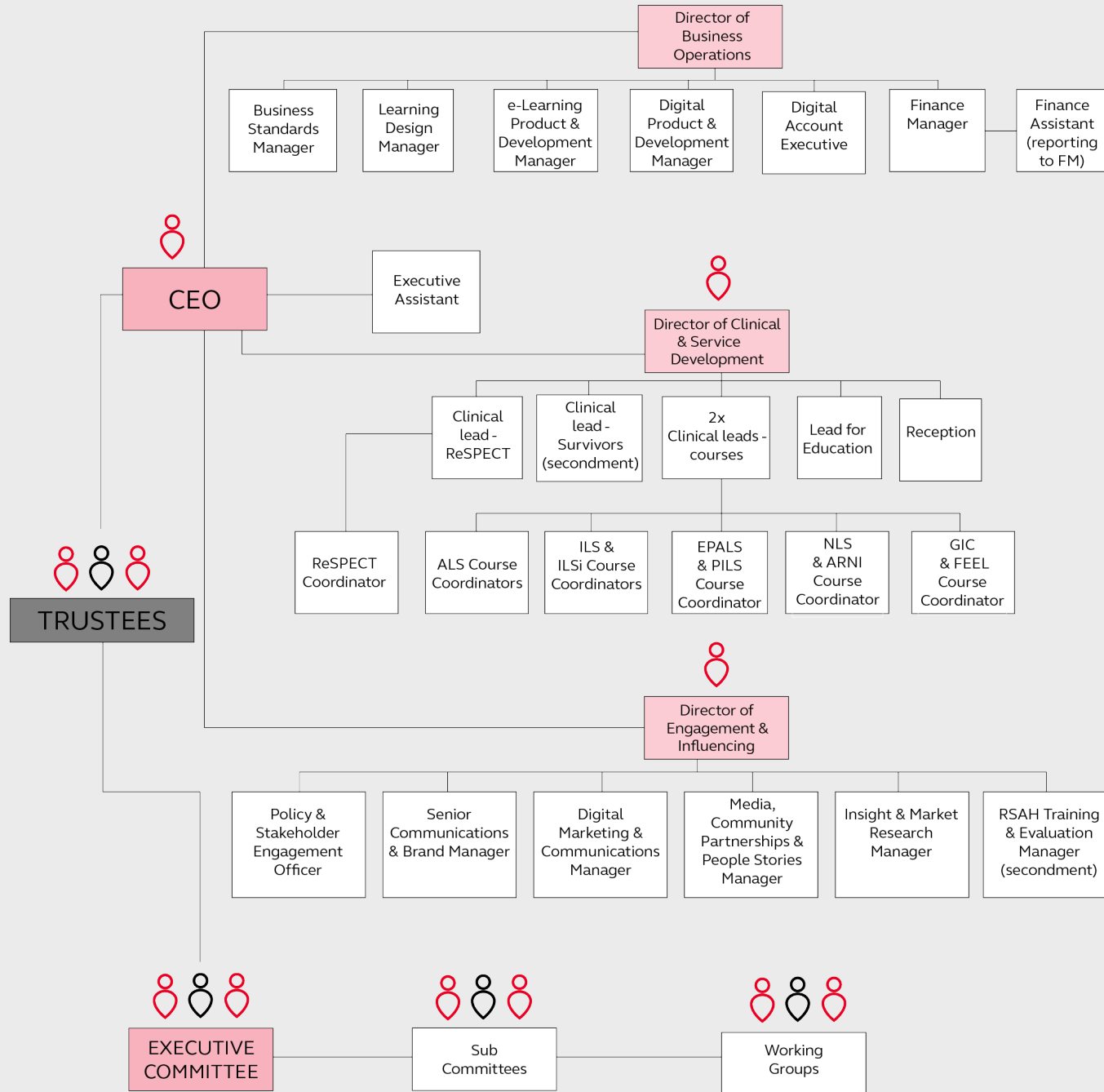
Who we are

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.

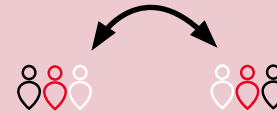
The more people we educate, the more people will survive cardiac arrests in the future.

In 2020/21, 17,000 RCUK instructors trained over 100,000 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 17,000 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.

During the 2021 Restart a Heart campaign, #RestartAHeart reached over 15 million people and we estimate that over 100,000 people across the UK attended face-to-face training.

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 in October 2021, and from day one, all the RCUK teams have welcomed me. It is a breath of fresh air to work for an organisation with a culture of collaboration between all departments. We are all committed to one goal; everyone should have the necessary skills to save a life. Run by a strong management team and CEO whose door is always open.



**Buster/
Digital Account Executive**

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 |

Director of Engagement and Influencing

Location |

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

Reports to |

CEO

Salary range |

Between £70,000 and £75,000

Hours |

37.5 hours per week – Applications for job sharing are welcome

Director of Engagement and Influencing | Job Description

Background

We are a tight-knit Senior Management Team (SMT), consisting of the CEO and three Directors, committed to genuine corporate leadership. You will play a key role in driving the delivery of the organisation's exciting Vision to 2030 and continued development and evolution of business processes to support the organisation's growth and diversification. Because of this, it's vital that we work in close partnership across the three departments to maximise the impact and efficiency of our existing programmes of work, especially as we develop new products and areas of work. This requires a delicate balance of matrix working with appropriate governance and clarity of roles and responsibilities. We need to set this tone for our respective teams and beyond, to our Trustees, members and volunteers.

At the heart of this role lies an instinct for creative communications, authentic engagement and first-rate analytical skills. You need to be able to represent RCUK with gravitas and credibility to the highest levels of external audiences, while at the same time being prepared to lead through example in a small and growing organisation, with a hands-on approach to our day-to-day activities.

Addressing health inequalities around cardiac arrests and emergency care planning, diversity, inclusion and working

with people with lived experience are important elements of our work. We recognise the need for us as an organisation to keep improving and are looking for someone with a strong commitment to these areas.

Working with, and leading a team of specialists, our Director of Engagement and Influencing is responsible for:

- 1) Increasing awareness – Cardiac Arrest is the ultimate emergency, and every story is gripping in its own way; yet most of the public don't yet know what a Cardiac Arrest is and even less know what they should do if they see one taking place. That needs to change. We need to build a widespread awareness of the need for effective resuscitation, both in the public and medical contexts. You will play a pivotal role in our pursuit of world class survival rates. Our narrative is compelling. You need to create a constant drumbeat of promotional activity through both standalone and collaborative activities with partners that significantly increases public awareness and willingness to intervene. You will also play a key role in delivering the ReSPECT programme, helping to support adoption through effective influencing, communications activity, and support materials and by helping to normalise the importance of emergency care planning across Society.

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.

Director of Engagement and Influencing | Job Description

- 2) Achieving influence – we have over three decades of experience and reputation in our field. We are well-respected across the UK and internationally. Our existing business model currently relies upon a training structure within the NHS that faces the same pressures of time and resource as all other aspects of the system. You will work in close partnership with the CEO, other Directors and Trustees, to develop important insights and build key external partnerships to ensure that resuscitation maintains its key status in future NHS provision and the wider policy context. You will also work in partnership with SMT colleagues to diversify our range of products and support. This will increase and refine resuscitation support and improve outcomes for all those affected by Cardiac Arrest, while also ensuring our long-term financial viability.
- 3) Leading internal communications – RCUK relies upon the support and expertise of a diverse group of clinical experts. Our business model is built upon the time given freely by Instructors across the UK. Our reputation for clinical excellence is derived from the world-leading experts who compile our standards and whose predecessors founded the organisation. Clear, succinct and meaningful communications with these committed, but time-pressured,

groups and individuals will be vital in ensuring your success and that of the wider organisation. You'll also be the guardian of the brand and ensure that our website, email communications and social channels are used effectively to reach existing and new audiences.

- 4) Delivering inclusive communications and championing diversity – unacceptable inequalities exist around access to CPR training, bystander CPR rates and cardiac arrest survival rates. Also, there is variation in access to culturally appropriate conversations around what would matter most to people in a future health emergency. It's crucial we develop campaigns, partnerships and communications to address these inequalities and that there is diversity in the stories and partners we work with to bring about change and improvement. It's also important that we become more inclusive across all our work and show through effective communications and processes that RCUK is a welcoming and organisation with a diversity of thought.

What we're looking for

Director of Engagement and Influencing | Key responsibilities

Key responsibilities

- Development of a marketing, communications and stakeholder engagement strategy in relation to all key areas of resuscitation and the organisation's Vision to 2030 and strategic plan.
- Stakeholder engagement and relationship-building, including governments, the NHS and partner organisations.
- Policy development.
- Campaigning.
- Insight and market research.
- Storytelling.
- All external communications, including media and digital.
- Maximising the impact and reach of RCUK's brand and website.
- Community engagement.
- Along with the other two Directors, supporting the CEO in all externally-facing activities, governance support and developing the business model of the organisation.

Specific responsibilities

Influencing

- Develop public policy positions and messaging for specific audiences including external stakeholders and decision-makers, in liaison with the Trustees, Executive Committee members, CEO and Directors.
- Establish and implement clear procedures for producing statements and policy positions as well as media, social media and case study protocols.
- Achieve change in professional practice and public policy in relation to the key areas as defined by the RCUK strategic plan.
- Scout opportunities for strategic partnership working in line with our strategic plan.
- Use, commission and generate evidence to support policy development and key messages.
- Identify opportunities for influencing the wider healthcare agenda and raising RCUK's profile as a key player and partner for decision-makers. Develop RCUK's campaigning activities in line with the strategic plan, involving all relevant stakeholders.

What we're looking for

Director of Engagement and Influencing | Specific responsibilities

- Assist in the development of relationships with decision-makers and key stakeholders.
- Ensure RCUK's participation in relevant coalitions and membership organisations.
- Provide support in the organisation for external stakeholder events, such as the AGM and conferences.

Engagement

- Support the CEO and President in advising and providing updates on RCUK's public affairs work for key internal stakeholder groups.
- Oversee the development and implementation of processes and systems to collate and communicate information on relevant public affairs and reputational matters internally.
- Ensure there are well governed processes in place to record and store interactions with stakeholders and customers and that data use and communications comply with relevant legislation.
- Evaluate, develop and strengthen our external communications, including social media, media and email communications.

- Work closely with, and support, your team to ensure that all communications are accurate and engaging for the target audiences.
- Ensure all external communications are accurate, relevant, impactful and tailored to the audience, and in line with our clinical guidance and strategic objectives.
- Ensure that RCUK's work is widely understood internally and communicated effectively to external audiences.
- Ensure that diverse people stories play a central role in the communications programme – those with experience of cardiac arrest, CPR and defibrillation, survivors and professionals involved in the delivery of resuscitation services and training.
- Represent RCUK in the media, as agreed with the CEO.
- Work with people affected by cardiac arrest and emergency care planning, to ensure their stories are heard in order to create change within, and beyond, the hospital setting.

What we're looking for

Director of Engagement and Influencing | **Specific responsibilities**

- Work to develop and protect RCUK's reputation.
- Oversee the use of the brand.

Organisational

- Work closely with the CEO, the Director of Business Operations and the Director of Clinical and Service Development as part of the Senior Management Team.
- As part of the Senior Management Team, develop, help prioritise and deliver the strategic plans underpinning Vision 2030.
- Attend Trustee, Executive Committee and other key internal meetings and report on communications and engagement activity as required.
- Lead the Engagement and Influencing department working across communications, policy, stakeholder, marketing and insight disciplines.
- Set and manage your Departmental budget.
- Ensure key objectives are set, progress is monitored, challenges are identified and addressed, and support provided where necessary.

Other

- Be prepared to work outside of normal office hours and travel and stay away overnight on occasion, as required.
- Undertake any other duties that are relevant to the job as requested by your line manager.
- The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to review and modification, with the post-holder, in the light of changing demands and the development needs of the post-holder when necessary.

What we're looking for

Director of Engagement and Influencing | Person Specification

Person specification

Qualifications, knowledge and experience

- Significant experience of working at a senior level in comms/marketing/policy/engagement fields for an organisation of any size.
- Proven forward-thinking, and dynamic individual who can provide proactive leadership and vision to evolve an innovative programme of influencing and engagement work.
- Demonstrable experience setting strategies and plans at a departmental or organisational level.
- Proven experience developing and implementing successful influencing plans, creating demonstrable change.
- Demonstrable track record of engaging with decision makers and key influencers.
- Proven experience in building effective relationships with a wide range of stakeholders, partnership building and networking at senior level.
- Strong track record in using analysis, evaluation, audience and stakeholder insight and partnership working to shape campaigns and strategies with demonstrable experience in achieving high quality outcomes.
- Demonstrable experience of planning and implementing challenging, innovative and measurable communications plans to generate quality results and engagement.
- Experience of working across all communications disciplines including media, PR, internal communications, brand, stakeholder engagement, partnership development and digital.
- A strong track record of positioning an organisation to achieve tangible outcomes in a competitive communications environment – including development of brand, identity and messaging.
- Experience of building strong working relationships with suppliers such as marketing, design or website agencies.
- Experience in developing and managing budgets.
- Excellent knowledge of health and social care policy, of the NHS and of parliamentary processes across the four nations of the UK.

What we're looking for

Director of Engagement and Influencing | Personal attributes and skills

Personal attributes and skills.

- Demonstrable interpersonal, negotiating and collaboration skills, with the ability to influence both internal and external partners at a senior level, including non-execs and senior management.
- Highly developed verbal communication skills including the skill to speak engagingly to a range of audiences including clinicians, people affected by sudden cardiac arrest, the media, and decision makers.
- Confident analytical and presentation skills, including the ability to work with complex data and research and to convey information accurately and promptly to internal and external stakeholders.
- Highly developed written communication skills to write and produce guidance and policy documents, reports, and articles that are engaging, clear and practical.
- Demonstrable experience of leading, developing and inspiring high-performing teams and operating at a senior level within an organisation.
- 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.



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 email: mark.childs@tpp.co.uk



During the shortlisting process, RCUK 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.

We welcome and will accept applications using an alternative process (such as video or audio applications).

Please contact mark.childs@tpp.co.uk if you would like to discuss this or if you need assistance with the application process, adaptations or modifications for interview.