

The British Association  
of Urological Surgeons



Communications Manager  
Candidate Information Pack  
October 2024



## About Us

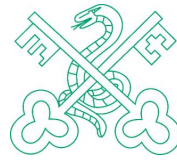
BAUS is a registered charity and a professional membership association dedicated to ensuring the highest standards in the practice of urology for the benefit of patients.

Urologists and urological teams treat a broad spectrum of conditions across all age groups. In fact urology is one of the most varied branches of surgery and encompasses diseases of the kidneys, bladder and prostate, including incontinence, impotence, infertility, cancer and reconstruction of the genito-urinary tract. It caters for patients of both sexes and all ages, from children to elderly pensioners.

BAUS supports healthcare professionals who treat urological patients to deliver excellent care by developing guidance for clinical practice, providing education and fostering research. We have a membership of circa 2000 members from medical students to consultants & associated urological specialists practicing in the UK, and also have an international membership.

The motto of BAUS is 'united strength is stronger' and the Association's strength continues to derive from the commitment and support of our members who make BAUS their professional home. The medical, political and social landscapes in the UK have been fundamentally re-shaped - including by the challenges of the COVID-19 – and it is therefore imperative for BAUS to have a clear focus going forward to ensure the Association remains relevant to its members and the services they provide for their patients. A new [four-year strategic plan](#) was published in 2023 which highlights three strategic themes – membership, education and the provision of urological services – and two supporting themes – communications and digital, and widening participation.





## Recruiting a Communications Manager

The Communications Manager is a new role for BAUS, with scope to grow, and will report directly to the Chief Executive, playing a pivotal role in ensuring excellent communications with the membership and developing and delivering a communications strategy which raises and enhances BAUS's profile among key stakeholders and nurtures the importance of the BAUS community which is as key part of our [strategic plan](#) 2023-26.

[Our team](#) currently consists of 10 dedicated staff members and is led by our CEO Anne Bishop who has worked with BAUS for 18 years

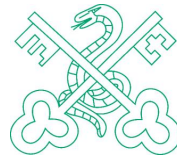
## Statement on equality

As an Association, we understand that equality, diversity and inclusion are very important as we strive for excellence. Our members come from every walk of life and, therefore, to represent them effectively, so should we.

The Association recognises that inclusion is about the choices we make, the words we use and the actions that we take every day. It is essential that our members are respectful and open to ideas, perspectives and outlooks different from their own. The Association expects all members to uphold this ethos in their interactions with patients and colleagues alike.

BAUS is well aware of the true benefits that equality, diversity and inclusion can bring. We recognise its positive effect on innovation, quality of care and the well-being of the workforce. As such, the Association will ensure equality is at the core of future work that is carried out, and we look forward to the positive impact it will have in education, research and clinical excellence.





# Role description: Communications Manager

## Key Information

<b>Location</b>	Our office is in central London at the Royal College of Surgeons and we operate hybrid working arrangements (at least 2 days to be spent in the office).
<b>Contract</b>	Full-time, permanent
<b>Salary</b>	£43-45,000 per annum, depending on experience
<b>Reports to</b>	CEO
<b>Annual leave</b>	25 days annual leave, plus bank holidays and normally days off between Christmas and New Year.
<b>Benefits</b>	Fantastic pension scheme with a minimum 16% employer contribution.  Opportunities for hybrid and flexible working arrangements to help balance work and personal commitments, as deemed reasonable.





## Overall Purpose

The Communications Manager will be the focal point for internal and external communications, ensuring that BAUS is professionally and consistently represented as a dynamic membership organisation both internally by members and externally when dealing with partners, suppliers, sponsors and allied organisations. This is a new post and, as such, the Communications Manager should expect to take a hands-on, adaptable approach to developing this exciting role within the wider BAUS team.

## Responsibilities

### Communications strategy

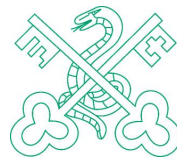
- Work with the CEO and Trustees to develop the high-level communications objectives which will support the three key themes of BAUS's Strategic Plan 2023-26: building membership, supporting members' lifelong learning and ensuring equitable access to urological care.
- Work with the internal BAUS team and key stakeholders across the organisation to develop a clear plan supporting the communications objectives
- Work across the organisation to drive and implement the agreed communications objectives and strategy.

### Brand champion

- Responsible for finalising brand guidelines and working with relevant stakeholders to ensure high quality implementation across all media and platforms.
- Responsible for ensuring that external suppliers and partners and internal members and staff are provided with the correct assets for BAUS to be represented effectively.
- Support and contribute to the evolution of the brand and the development of brand assets.

### Digital oversight

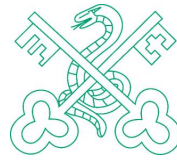
- Oversee the continued development of BAUS's website and Web App and act as the key communications contact for Light Media, our digital supplier.
- Work with colleagues to ensure that the website and Web App remain up to date and functional, with appropriate imagery and curate content for news articles.



- Lead on the digital engagement of members such that members are encouraged to engage regularly with the Web App with the aim of it becoming the go-to resource for BAUS information.
- Ensure BAUS has a clear and consistent social media presence by developing our external profile, developing content and connections on LinkedIn, monitoring the use of X, and collaborating with Regional and Section Communications Leads to evaluate the potential benefits to members of engaging on other platforms.
- Monitor innovations in digital media and AI as they apply to BAUS, keeping the CEO informed and making recommendations as appropriate.

### **Communications management**

- Take a lead in ensuring excellent internal communications between team members and support them to present BAUS effectively to internal and external audiences.
- Take an active role in external communications by supporting the President, President Elect and CEO in building excellent relationships with allied and partner organisations
- Maintain an overview of communications across the organisation, such that there are ongoing and impactful communications delivered throughout the year and in a timely manner to our various audiences.
- Act as the convenor and chair of a communications forum and the point of contact for Regional and Section Communications Leads; providing support with content development, including scheduling, for the Web App and website and ensuring that all Sections and Regions are well represented in both internal and external communications. This will involve further development of the plan for the roll-out of the Web App following launch in June 2024
- Act as the first point of contact for media enquiries and patient enquiries – working with CEO, Programme Manager and relevant section leads as required
- Develop engaging member communications that promote the benefits of becoming part of the BAUS community.
- Monitor the effectiveness and impact of our communications and use this information to inform ongoing communications planning.



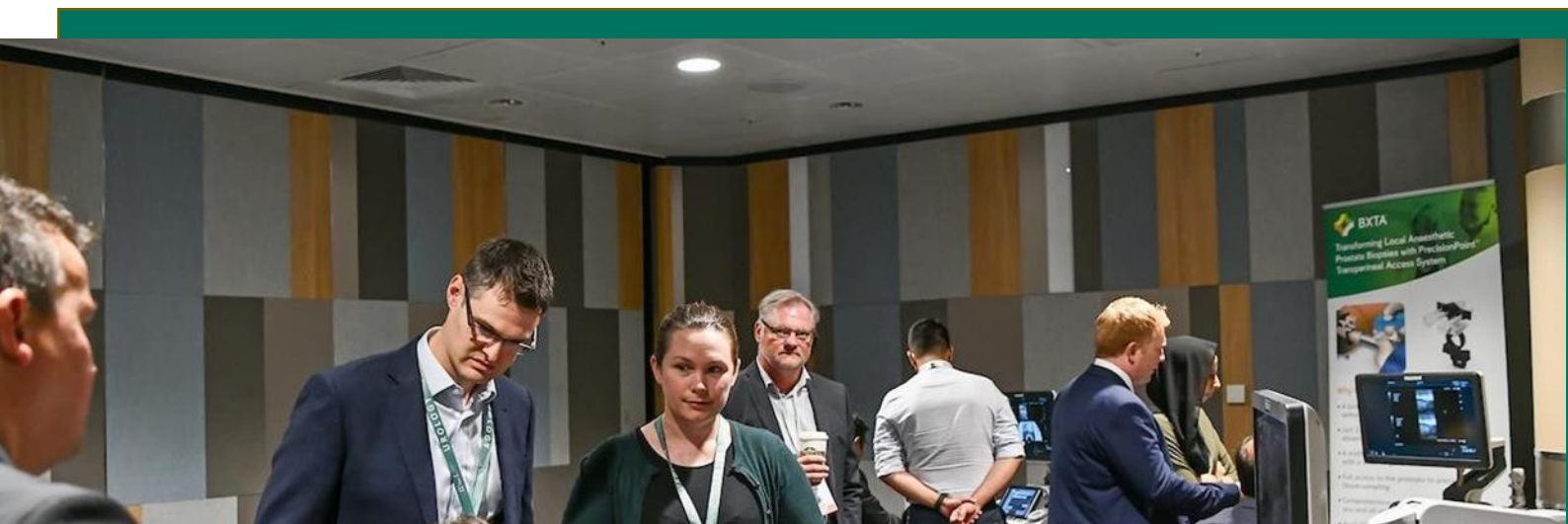
# Person specification

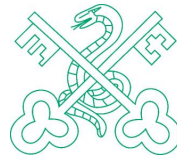
## Experience:

- Experience in managing the communications function in a small or medium sized organisation or in a senior communications role in a larger organisation
- Experience in managing communication campaigns, ideally in healthcare, charity or membership organisations
- Experience in developing and delivering communications plans to drive both internal and external engagement
- Experience in website content development and management
- Experience in brand management and consistent high quality use
- Proven ability to write copy and develop messaging for specialist subject areas
- Experience in platform management including websites and social media
- Competent user of analytic tools and dashboards to evaluate campaigns

## Skills & Abilities:

- Ethical integrity and a strong commitment to the organisation's mission and values
- Able to lead impactful communications campaigns, setting and meeting targets
- Strong analytical skills to evaluate impact and deliver continuous improvement
- Confident communicator, able to work comfortably with busy professional members
- Strong digital communications skills
- Able to develop excellent relationships with agencies (including design and digital)
- Well-developed interpersonal skills with the ability to work with and influence people at all levels
- Strong ability to work with multiple deadlines and adapt to changes
- Enthusiasm and a genuine interest in our mission and a desire to contribute to its success





## How to apply

[Eastside People](#) is supporting [BAUS](#) in the recruitment of this role. Click [here](#) to apply by submitting your CV and a cover letter. Please use the first part of the cover letter as an opportunity to add to the information you have shared in your CV, and ensure that you cover the following (max 2 pages for this section):

- Why are you interested in the Communications Manager role, and why BAUS?
- How can you contribute to BAUS in this new role? Please highlight relevant experience and demonstrate how your skills match the specific requirements of the role as set out in the job description and person specification.

In the second part of the cover letter, please answer the following skill-based questions which are designed to assess how you might perform in the Communications Manager role and react to real-life work situations (max 250 words per answer).

1. BAUS will celebrate its 80th Anniversary in 2025. Please outline your ideas for using this milestone to raise the Association's profile and enhance members' sense of belonging and community.
2. To which social media channel(s) should BAUS commit most time and resource, and why?
3. What strategies would you adopt to ensure that busy surgeons take time to read and engage with communications from BAUS?

If you would like a call to discuss the role in more detail, please email Paul Venning at our recruitment partners [Eastside People](#) to arrange a convenient time at [p.venning@eastsidepeople.org](mailto:p.venning@eastsidepeople.org). Having a call of this kind will not influence the success or otherwise of your application.

We want you to have every opportunity to demonstrate your skills, ability, and potential. Please contact us if you require any assistance or adjustments so that we can help with making the application process work for you.

**The closing date for applications is Mon 28<sup>th</sup> October**, and interviews with Eastside People will take place the week after. Interviews with BAUS will take place in the weeks commencing the 11<sup>th</sup> or the 18<sup>th</sup> of November.





# Eastside People

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Eastside People is the trading name for Eastside Consulting Ltd. Company number: 4958922.