

Communications Strategy Group Convener Division of Occupational Psychology (DOP)

Purpose The Convener for this Group ensures that the strategy for communications within and external to the DOP is clear and effective, using a proactive approach to delivery.

Term Three years when elected, up to one year when co-opted

Additional Information

The activity of the Group is expected to increasingly emphasise engagement with new technology and digital media.

Activities

Duties include:

- a) Developing and implement the strategy of the Communications Working Group, through the members of the working group.
- b) Supporting group members and contributing to succession planning for group members
- c) Advising changes to policy or strategy for the DOP that will enhance communications.
- d) Identifying opportunities for PR and communications and managing resources (including recruiting and leading volunteers) as necessary to complete projects
- e) Supporting the Executive Committee, strategy groups and working groups in their communications, and coordinating activities across the Division
- f) Collating and coordinating budgetary requests from the Communications working groups / project leads and managing the Strategy Group's budget overall
- g) Organising and attending at least four meetings a year with the Communications Strategy Team
- h) Attending the DOP committee meetings at quarterly intervals and attending meetings for specific groups and task forces
- i) Attending the DOP Exec meetings / teleconferences

Personal Attributes

Essential

- Full, General or In-Training Member of the Division
- Having a strong interest in communication and marketing
- Understanding and appreciation of the potential impact of various communication strategies, including use of new technology as well as the risks
- Effective communication skills and ability to use sound judgment which communicating with the media and wider public
- Ability to adapt communication styles and strategy to suit the target audience

- Excellent networking skills to develop relationships with psychologists and build external connections

Desirable

- Have experience of developing and implementing a communications strategy
- Experience of communicating professional and engaging messages on digital media, and an understanding of the analytics that provide information on impact
- Previous attendance at the BPS Media Training

Opportunities

- Develop competence in communication and marketing through the advice, guidance and support of professional staff in the British Psychological Society, for example the Press Office and Publications team
- Be a part of influencing the wider profession and giving back to the profession
- Stay connected to the latest developments in Occupational Psychology
- Networking and developing relationships with key psychologists
- This role would be suitable for two individuals to share

Accountability

The Communications Strategy Group Convener is accountable to the BPS, DOP Committee and the DOP membership.

Relevant Documentation

Documentation will be available on liaison with the DOP Co-ordinator.

