

Communications and Policy Lead

Applicant Information Pack

Closing date for applications: 30 November 2022 (Midday)

Interview date: 13-14 December (in-person interview in London)

From the GCC Chief Executive and Registrar

Dear Applicant

Thank you for your interest in the General Chiropractic Council (GCC) and this position. I hope you find this candidate information pack helpful in preparation for your application.

The GCC is an independent statutory body established by the Westminster Parliament to regulate chiropractic in the UK and ensure the safety of patients undergoing chiropractic treatment.

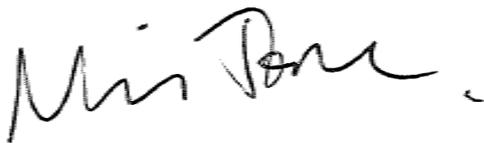
It is an exciting time to join the GCC as we continue with our new and ambitious strategy alongside the significant changes occurring within the UK's health and social care regulatory landscape.

The GCC is a great place to work, and we do so together as a team of 16 employees. We are optimistic, hardworking and support, value, care for and trust each other. We innovate and embrace equality, diversity and inclusion in all we do. To succeed, you must be a great colleague, supportive, resourceful and flexible.

It matters to us that we make a real difference in protecting the public and developing the profession.

Please read on for more information.

I wish you well with your application.



Nick Jones
Chief Executive & Registrar

Overview of the GCC

Our role and purpose

The General Chiropractic Council (GCC) is an independent statutory body established by Parliament to regulate chiropractors in the United Kingdom. We are the smallest of the healthcare regulators, overseeing about 3,600 registrants, employing 16 people and with a budget of £2.8 million.

Our governing body, The Council, comprises up to 14 members, lay and chiropractors. Please refer to our [Annual Report and Accounts 2021](#) and the record of our [recent meetings](#).

The purpose of the GCC, as defined in The Chiropractors Act 1994, is to:

- Protect, promote and maintain the public's health, safety and well-being.
- Promote and maintain public confidence in the profession of chiropractic.
- Promote and maintain proper professional standards and conduct for members of the chiropractic profession.

To fulfil our core regulatory functions, the GCC has powers to:

- Set the education standards approved educational institutions must meet and assure the quality of chiropractic education.
- Publish the Code and standards that chiropractors must meet.
- Register chiropractors who meet the required standards.
- Audit and assure chiropractors' continuing professional development
- Investigate and act against chiropractors who fail to meet our standards
- Protect the title 'chiropractor' by investigating and acting on potential breaches from unregistered practitioners.

In the past few years, the GCC has delivered an ambitious business plan to meet its strategy's objectives and activities. We have:

- Upgraded our website and CRM system for more accessible communications and to create a place where registrants can interact with the GCC easily.
- Implemented new processes to enhance our regulatory work, becoming more efficient and effective for patients and registrants.
- Created content to promote good performance and improvements in care.
- Brought leadership to the 'system' of chiropractic to ensure that collectively, we work to ensure the profession develops.
- Added new education providers and programmes to the chiropractic educational system. We are supportive and challenging in ensuring the

highest education standards are provided in developing confident and competent practitioners.

The Council

The Council is the GCC's governing body. It is responsible for ensuring that the GCC carries out its core functions and setting the regulator's longer-term strategy to fulfil its statutory duty.

The Council meets quarterly in public to ensure the functions of the GCC are fulfilled efficiently and effectively. In addition, several Committees of the Council meet three times per year.

The Council sets the GCC's strategic direction. It works with the Chief Executive and Registrar and the senior team, who are accountable for the effective and timely delivery of the GCC's strategy, business plan and budget.

Chief Executive and Registrar and Council Chair

Nick Jones was appointed Chief Executive and Registrar of the GCC in February 2019. He has extensive regulation experience in senior roles in various sectors. He believes effective regulation incentivises improvement and high-quality patient care, its fundamental purpose.

The Council Chair, Mary Chapman, was appointed in August 2017 and was reappointed for a further four-year term in 2021. Mary is a Chartered Director who, since 2008, has served as a non-executive board member for public organisations, including the Royal Mint Ltd, the National Lottery Commission, the Insolvency Service, the Gambling Commission and Brunel University London.

Our way of working

The GCC office is located at 186 Kennington Park Road, London SE11 4BT.

The GCC operates a hybrid working model. This means employees work from home and from the office. You will be expected to be in the office about two days per week. It is possible to work only from the office if desired.

Our employee values are:

Togetherness: work as a team in the GCC and with others, appreciate diversity, listen effectively and support each other.

Achievement: work hard toward a common goal, encourage and support each other, foster improvement and innovation, and celebrate success.

Accountability: to take responsibility, use resources wisely and set clear, attainable targets

Integrity: communicate openly and honestly, build mutual respect and trust having an open mind to reflect and learn lessons.

We want you to succeed. To do so, you will need to be a great colleague, supportive, resourceful and flexible. In return, you will get a great experience, enhance your skills, receive lots of training and development, and be equipped to take on your next career steps.

The GCC aims to be as diverse as the public it protects. We welcome all applications regardless of sex, age, disability, race, faith, sexual orientation, marriage or civil partnership status, pregnancy and maternity status or gender reassignment.

Location and hybrid working

The GCC office is located at Park House, 186 Kennington Park Road, London, SE11 BT, and is shared with the Health and Care Professions Council. We are close to Kennington Station on the Northern Line and are served by many bus routes.

We operate a hybrid system with about two days a week in the office.

The Role

The **Communications and Policy Lead** is a vital member of the Development Directorate. The role combines the communication and policy activities of the GCC to ensure that primary stakeholders are fully aware of our key activities and outputs. You will be responsible for the main communication channels, which include our [monthly newsletter](#), bulletins, the [GCC website](#), social media, consultation and engagement activities.

You will lead on developing and implementing [business plan projects](#) and priorities, including the delivery of the GCC's 15-point Equality, Diversity and Inclusion [Action Plan](#).

This position is an excellent opportunity to work in a small national regulatory body and develop skills and experience across a wide range of competencies.

The job description and person specification can be found in **Annex A (page 8)**.

Salary and benefits

The salary level for this post in the GCC is circa **£43,000** per year. The GCC does not operate a performance-related pay system.

Learning and Development

The GCC is investing in its learning and development, and you will benefit from organisational and tailored programmes of development.

Pension

TPT Retirement Solutions operates the GCC pension scheme. It is one of the leading workplace pension funds, with over 2,600 organisations and 350,000 members in its schemes. The GCC will pay a sum equivalent to 10% of your gross salary into the scheme or a pension scheme nominated by you. It is a non-contributory scheme.

Life Cover (Assurance)

Available to members of the GCC pension scheme at 1 x annual salary.

Leave

The GCC annual leave allowance is 29 days. Three days of the allowance will be taken between Christmas and New Year as the office is closed.

Other

Season ticket loans, bicycle loans, professional fees, and eye test costs are available.

The selection process

Following successful shortlisting, you will be invited to attend an interview. At the interview, the panel will ask about your experience and expertise to determine how you have used those in approaching problems, tasks and challenges. All candidates will be asked to prepare a short presentation.

To discuss the role and/or the process, contact Penny Bance, Director of Development, at p.bance@gcc-uk.org or 07885 979376.

Completing your application

The deadline for completed applications is **30 November at midday**. Interviews will take place in person at the General Chiropractic Council office in London on **13-14 December**. All candidates invited to an interview will be asked to prepare a short presentation.

To apply, please submit the following information, referring to “**Communications and Policy Lead**” in the subject heading, to recruitment@gcc-uk.org:

- A **covering letter** (a maximum of two sides A4 and a minimum font size 12pt) indicating how your skills and experience match the requirements of the Person Specification
- A **Curriculum Vitae** (a maximum of three sides A4 and minimum font size 12pt) with education and professional qualifications and full employment history. It must include the contact details of one personal and one professional referee. One must be from your most recent employer.
- GCC equality and diversity monitoring form (**Annex B**).

If you have not heard from us within two weeks of the closing date for applications, please assume that your application has not been taken forward on this occasion.

Annex A Job Description

Post	Communications and Policy Lead
Salary	Circa £43,000
Line manages:	N/A
Reports to:	Director of Development

Job Context

The General Chiropractic Council (GCC) is a UK-wide statutory body with regulatory powers established by the Chiropractors Act 1994. It has three primary duties:

- To protect the public by establishing and operating a scheme of statutory regulation for chiropractors, similar to the arrangements that cover other health professionals.
- To set the standards of chiropractic education, conduct and practice.
- To ensure the development of the profession of chiropractic, using a model of continuous improvement in practice.

Job purpose

The **Communications and Policy Lead** is a key member of the Development Directorate responsible for developing and implementing the GCC's communications activity. They are responsible for promoting the regulator's statutory functions (education, registration, standards and fitness to practise) to a range of internal and external audiences and leading the GCC's work around the Code and associated guidance and policies.

Main duties

- Develop and produce the GCC newsletter; write content, commission articles/blogs, design newsletter, upload and link content to GCC website; monitor and report on its impact and user activity monthly.
- In consultation with colleagues, maintain, develop and promote public/patient-facing guidance and information, primarily through the GCC Patient Portal, to raise awareness of chiropractic, the regulation of the profession and the GCC.
- Design, develop, innovate and deliver toolkits, policies, briefings, consultation responses, presentations and reports (including the Annual Report) in line with the GCC's strategic aims, objectives and business planning.

- Lead the development, implementation and communication of the GCC's Equality, Diversity and Inclusion activity, realising its 15-point EDI Action Plan for the benefit of the public and profession.
- Maximise the benefit and use of the GCC website and registrant portal, developing and maintaining content to ensure it remains dynamic and up to date; analytic reporting on its usage to inform future wireframe development.
- Develop relationships with key external stakeholder groups (professional associations, universities etc), communicating and seeking buy-in and support for GCC activities and outputs.
- Coordinate the GCC's key communications and engagement channels (website, social media and newsletter).
- Activate the GCC's social media presence (Twitter and LinkedIn), using analytics and research to inform content and wireframe development.
- Respond to general and specialist enquiries from all stakeholders over the telephone and email as required.
- Undertake high-quality desk-based research and analysis to support policy creation and progression.
- Liaise with teams across the organisation to ensure sound evidence is collated and operational considerations are reviewed to enhance the coordination and delivery of policy work.
- Support the development of professional standards and associated guidance including implementation, communication and relevant stakeholder engagement.
- Monitor changes within the regulatory and healthcare environments to inform future review and development of the Code and supplementary guidance.

Other employment responsibilities

- The post holder is expected to live the GCC's values and behaviours, to speak up if there are concerns, to have due regard to information confidentiality, equality, diversity and inclusion, to treat people with respect and dignity at all times and to ensure the health and safety of self and staff.
- There is a requirement to work flexibly, respond responsibly to changing business needs, and undertake other duties appropriate to the level of the post that may be required.

Notes

- This job description describes the job's principal purpose and main elements. It is a guide to the nature of the primary duties as they currently exist but is not intended as a comprehensive or permanent schedule of tasks.

PERSON SPECIFICATION

Post:	Communications and Policy Lead
Essential Criteria	
<ul style="list-style-type: none"> Abilities and skills 	
A	Ability to research, analyse, summarise and report on information in a systematic and coherent way; and to make recommendations for appropriate policy responses supported by clear arguments and evidence
B	Proven and demonstrable experience of writing and producing clear and concise papers, reports, web pages etc
C	Well-developed oral communication skills, to deal effectively, efficiently and appropriately with internal and external stakeholders at all levels.
D	Proven ability to develop digital communications with a focus on usability and engagement
E	Ability to work on own initiative and without close supervision and take personal responsibility for specific projects
F	Ability to think and act strategically, identify policy ideas or new initiatives and develop practical innovative and creative solutions to the management of strategic and operational issues and problems
G	Ability to develop and manage existing external relationships with key contacts
H	Well-developed ability to work with others as part of a team, giving support when required
I	Highly developed organisational skills and the ability to multitask on a variety of on-going projects and/or activities.
J	Excellent IT skills.
Education, knowledge and experience	
K	Educated to degree level or equivalent level of skills and knowledge
L	Minimum of 2 years' experience in the field of policy and communications
M	Ability to demonstrate a clear understanding of the GCC's work and in particular its role in setting standards for registration, education and approval
N	Understanding of partnership working and the importance of developing relationships with key stakeholders.

O	Knowledge and experience of developing and improving processes
P	Knowledge and experience of developing policies or standards
Q	Knowledge and experience of multi-channel stakeholder engagement (website, social media and newsletters)
Personal Characteristics	
R	A commitment to and understanding of the importance of equality and diversity within the environment that the GCC operates.
S	Commitment to high standards of service delivery and customer care.
T	Capacity to be calm under pressure, multi-task, manage competing demands, work flexibly and to work under pressure to meet deadlines.
U	Able to apply organisational values to all aspects of work.
V	Ability and willingness to understand and take account of different points of view and respond appropriately.

Dated: November 2022