

Strategic Communications Officer

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Job pack

Thanks for your interest in working at the General Medical Council, or GMC as we're often known. This job pack explains what you need to know to apply for this role. As well as the job description and person specification this pack includes information about:

- some of the benefits of working for us
- our values
- working for us
- our environmental impact
- why diversity is important to us
- support for you
- our work as a Disability Confident employer



Strategic Communications Officer

Job title:	Strategic Communications Officer
Level:	4
Starting salary:	£31,465 to £34,863 dependent on experience
Directorate:	Strategic Communications and Engagement
Section:	Strategic Communications
Location:	3 Hardman Street, Manchester
Reporting to:	Strategic Communications Manager
Hours:	Full time (35 hours Monday to Friday), flexible working options available. We currently work on a hybrid basis, based on which the postholder would be expected to work from our Manchester office a minimum of one day per week
Contract:	Permanent

Job description

Job purpose

As a Strategic Communications Officer, you'll play a key role in supporting our ambitious programme of external communications, helping to deliver our corporate strategy, and our aim to be an effective, relevant and compassionate regulator for patients, the public and professionals.

You'll work with Marketing Communications, Media, and Internal Communications colleagues - as well as others across the GMC – to support or lead the planning, implementation and evaluation of innovative, accessible, and inclusive communications, for projects, campaigns and issues.

A communications professional and writer who enjoys developing material for a range of channels and platforms, you'll make sure that content is accurate, relevant, timely, and engaging. And that it's in line with our values, our corporate strategy, and our tone of voice.

Main Responsibilities

1. Support the planning, delivery and evaluation of communications and engagement activity, aligned with the GMC's purpose and vision. Ensure evaluation and any lessons learnt are embedded and applied to the planning and delivery of future projects.
2. Create engaging, inclusive and accessible content for the GMC's audiences and full range of communications channels, including digital and social media platforms.
3. Support Strategic Communications Managers in providing advice to policy and operational teams, on the timing and content of communications and engagement activity, across the four countries of the UK, to ensure effective coordination and scheduling.
4. Identify opportunities to take a proactive, integrated and innovative approach to communications and engagement activity – including through the development of new channels, content and partnerships.
5. Identify and offer solutions to mitigate communications and engagement risks.
6. Build and maintain positive working relationships across the organisation to support the effective and efficient delivery of communication and engagement activity.
7. Support Strategic Communications Managers in the delivery of their responsibilities - including improving understanding within the GMC about the impact and value of segmented, evidence-based communications - and deputising for them where necessary.
8. To understand and apply our safeguarding policy and processes for protecting children and adults at risk of harm (including knowing how to recognise, record and report safeguarding).

9. To support the organisation's sustainability aims and net zero plan where appropriate.
10. Any other reasonable duties as may be assigned from time to time.

Person specification

Essential criteria

1. Experience in a communications role, with proven skills in content development for a range of channels and audiences.
2. Strong IT skills with the ability to use Excel, Outlook, Word and Powerpoint.
3. The ability to plan and co-ordinate communications activity, working across teams, functions, external partners and suppliers (where required) to deliver objectives.
4. The ability to write for a variety of audiences and channels and proven skills in presenting information clearly, visually, concisely and accurately.
5. The ability to work effectively both autonomously and within a team.
6. Strong interpersonal skills, with the ability to build relationships, influence and work effectively with people at all levels, both internally and externally.
7. Good judgement, particularly knowing when to ask for additional clarification to support the development of clear plans and content.
8. Proven organisation and time management skills: the ability to see priorities, opportunities and risks, to deliver to deadlines and manage competing demands, while maintaining a high degree of accuracy and attention to detail.
9. The ability to demonstrate excellent service ensuring the needs of internal and external customers are met and our services and contract with customers are delivered positively.

Desirable criteria

- Knowledge and experience of the healthcare landscape, policies and issues.
- The ability to analyse complex issues and requirements to develop innovative solutions and outcomes that enhance the effectiveness of communication and engagement opportunities.
- The ability to confidently present information and deliver updates in meetings with people all levels, both internally and externally.

- Experience of evaluation to inform content development and continuous improvement. Evaluation might include reviewing the campaign ('what went well'/'even better next time' etc.), basic web analytics, and sentiment analysis (social listening etc.).

Benefits of working at the GMC

We have a wide range of benefits to help us attract and retain talented individuals like you:

- **Annual leave** – 30 days a year. You can also buy and sell annual leave (max. 5 days or pro-rata if for part-time).
- **Defined contribution pension scheme** – our workplace pension operated by Aviva and members receive a 15% employer contribution. If you wish to contribute, deductions are made from your monthly salary.
- **Wellbeing** – flexible working opportunities, life assurance cover, income protection cover, private medical insurance (taxable benefit) with Vitality Health, employee assistance programme, cycle to work scheme, eyesight tests, hybrid working arrangements for most roles.
- **Learning and development** – we offer courses, workshops, and online learning on a variety of topics from management to wellbeing.
- **Other benefits** – discounts scheme, season ticket loans.

Our values

We have five organisational values which underpin everything we do.

- **Excellence** – we are committed to excellence in everything that we do.
- **Fairness** – we treat everyone fairly.
- **Transparency** – we are honest and strive to be open and transparent.
- **Collaboration** – we are a listening and learning organisation.
- **Integrity** – we're honest and share what we see.

We also have OneGMC Behaviours based around four themes, which set out the professional behaviours we all need to demonstrate in our work:

- being inclusive
- continuously learning
- leading the way
- thriving together

We want every decision we make, every interaction we have, and every email we write, to embody our values. It's important that each of us acts in a way that is consistent with our values. We regularly evaluate how we are living up to these values and we seek the views of others too.

Working for us

We work with doctors, physician associates (PAs), anaesthesia associates (AAs), those they care for and other stakeholders to support good, safe patient care across the UK. We set the standards doctors, PAs, AAs and their educators need to meet, and help them achieve them. If there are concerns these standards may not be met or that public confidence in doctors, PAs, or AAs may be at risk, we can investigate and take action if needed.

We run an annual survey of our employees and the overall staff engagement score for 2025 was 73%. In particular:

- 87% recommend working for the GMC
- 86% speak positively about the services we provide
- 83% are proud to say they work here.

Our inclusion score for 2025 is 73.9% – this is drawn from the way we are all treated at work and how inclusive we are as an organisation. We've gained many insights around inclusion from our survey. For example, 92% of us say our managers treat us with fairness and respect.

Safeguarding

Safeguarding is a high priority at the GMC, we have robust arrangements in place to safeguard and promote the welfare of children and adults at risk. This responsibility lies with everyone who works at the GMC or is working on behalf of the GMC including our colleagues, those contracted to work with us and council members. All employees of the GMC are expected promote a culture of 'safeguarding is everybody's business'. Read our [safeguarding policy statement](#).

Our environment impact

As part of our work to be a more responsible regulator, we commit to monitoring and minimising our environmental impact. We have a corporate social responsibility (CSR) programme to explore opportunities to collaborate, such as working with Greener NHS, an in-house compliance team and staff network called the Green Group.

We have developed a plan to meet the UK's 2050 net zero target and are looking at ways to reduce our emissions further in the coming years. Read more about our [CSR commitments](#).

Why diversity is important to us

Diversity makes us a more effective regulator, so we welcome great people from all backgrounds.

We believe that working in a diverse team helps broaden everyone's views, drives innovation, and stimulates the work environment.

A diverse workforce brings fresh ideas and broader views that helps us understand the needs of those who access our services. For example, people from different backgrounds and with different experiences provide us with insight into the needs and challenges of medical professionals, patients, and the public. They bring skills, not necessarily from similar roles, but from life experiences that can help to shape and inform our work.

The more diverse we are and the greater the talent that we have, the better we can be as an organisation. We're committed to creating an inclusive culture for everyone to reach their full potential. In our most recent staff survey, 80% of staff feel the GMC is an inclusive place for people of all backgrounds.

Support for you

We want everyone who works for us to feel respected, valued, and able to be themselves.

We know that people have to balance work with caring and other responsibilities that come with their own unique challenges and pressures. We can support your needs in different ways, for example we:

- can **make adjustments** if you have a disability, a long-term condition, or any short-term condition so you can thrive in your role.
- offer **flexible working options** to help you structure your working day around your caring responsibilities outside of work or manage your health and wellbeing. These include being able to work from home on certain days and job share arrangements.

- have **employee networks** to collaborate, share experiences, and support each other. These networks are really important to us. Find out more about [our staff networks](#).

Disability Confident

We are committed to inclusive employment and career development opportunities, and particularly welcome disabled people and people with long term conditions to apply for all roles with us. We are a Disability Confident employer so offer an interview to all applicants with a disability who best meet the essential criteria set out in the person specification. Please note, there may be times when the Disability Confident interview scheme isn't applied, and its use will be confirmed within the specific job advert.

We make the recruitment process accessible and inclusive for all applicants. We can make adjustments to the recruitment process, such as altering interview arrangements, and send application forms and correspondence in a different format. Please email recruitment@gmc-uk.org or call 0161 923 6626 to discuss any requirements you have.

IT connectivity and setup

We provide staff with the latest laptop and headphones for office and homeworking, with the latest Microsoft 365 suite of tools, 24/7 technical support and full training on all software packages used for each role. If your application is successful, the following recommendations are given when working at home:

- Fibre broadband (BT Infinity, Virgin Superfibre or equivalent). If fibre broadband is not available in your area we would suggest a connection providing a minimum of 8mb download and 2mb upload actual speed, not the 'up to' speed quoted by providers. These figures can be obtained from tools such as [Speedtest](#).
- For optimum performance we recommend your workspace is placed close to your broadband router and directly connected via a cable rather than wireless or powerline technology.

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