



Association of Pharmacy Technicians United Kingdom

Director Job Description

Title of post:	Director of Communications
Work Base:	Home & external venues
Accountable to:	APTUK CEO/President and Board of Directors
Reports to:	APTUK CEO/President Communications Workstream
Representing:	The membership of APTUK

Requirements:

The post holder must

- Be employed in a pharmacy related field.
- Have a current working knowledge of political and practical issues relating to pharmacy.
- Have up to date knowledge of current pharmacy practice.
- Be a Company Member & Director of APTUK
- Have a good current understanding of the workings and procedures of APTUK.
- Hold full APTUK membership.
- Be registered as a Pharmacy Technician with the General Pharmaceutical Council (GPhC)

Time commitment:

- Attend all Board of Directors meetings (4 full day face to face meetings a year)
- Attend ad hoc external meetings representing APTUK if requested as necessary
- Attend all professional committee meetings (2 full day face to face meetings a year)
- Attend all workstream meetings (2 full day face to face meeting per year)
- Attend one Branch meeting per year (full day face to face meeting)
- Attend APTUK Professional Conference & Exhibition (once a year)
- Attend other meetings (virtual and face to face) related to tasks, activities or projects connected to the role
- Duties of the role and daily email activity
- Lead or respond to internal and stakeholder consultation

Remuneration package:

- Reimbursement of travelling and/or other expenses as indicated by LbG Articles and the National Officers handbook
- Sponsorship for APTUK Professional Conference & Exhibition (once a year)
- Personal development support, appraisals and PDR
- Career progression references as required

Job Summary:

- Work as an APTUK Director and advocate for APTUK
- Develop and deliver a communication strategy supporting APTUKs key priorities and strategic plan

- Lead the APTUK Communications Workstream
- Work within APTUK's conduct, values and behaviours.

Key responsibilities

Director Obligations

- To act in accordance with the Memorandum and Articles of Association
- A commitment to the values and objectives of APTUK including equal opportunities;
- An obligation to contribute to and share responsibility for the Boards decisions;
- An obligation to read the Board papers and to attend meetings, training sessions and other relevant events;
- An obligation to declare relevant interests;
- An obligation (subject to any overriding legally binding requirement to the contrary) to keep confidential the affairs of the Board;
- An obligation to comply with statutory and fiduciary duties
- To act in the best interests of the company (APTUK)
- To declare any interests a Director may have in matters to be discussed at Board meetings and not put him/herself in a position where his/her personal interest or a duty owed to another conflicts with the duties owed to the company
- To secure the proper and effective use of the Company's property
- To act personally
- To act within the scope of any authority given
- To use the proper degree of skill and care when making decisions particularly when investing funds

A Director must sign and deliver to the Board a statement confirming he/she will meet these obligations to the Board and to the Company within one month of his/her appointment. The Secretary/Treasurer will provide the new Director with the appropriate documents.

Leadership

- Works with the Board of Directors and National Officers to implement plans and policies throughout the organisation
- Leads, coordinates Communications Workstream objectives and meetings
- Acts as a representative and ambassador to promote positive relationships and strong partnerships for the benefit of the APTUK

Operations

- Develop, drive and implement an integrated, APTUK strategic communications plan to broaden awareness of the professional leadership role and strengthen its identity across key stakeholders and other organisations
- Work across the Board of Directors, the Professional Committee, Workstreams and task and finish groups to recognise internal and external communications opportunities and solutions
- Oversee the development and delivery of communications plans to support the outputs of specific APTUK projects and internal/external events utilising all media sources
- To be the key contact for communication and media queries
- Identify emerging issues and communication challenges faced by APTUK
- Develop and manage relationships with key media to secure and grow media coverage both online and offline.
- Representative for APTUK on other stakeholder communication working groups relevant to the pharmacy technician profession and APTUKs priorities
- Oversee the coordination of APTUKs corporate print and electronic materials such as letterhead, templates, use of logo, brochures, etc.

- Manage the Communications workstream budget
- Contribute to a quarterly administration workstream report linking to the business plan objectives for the CEO/President and Board of Directors
- Consistently meet internal and external deadlines
- Meet with APTUK President, Directors and/or Workstreams as agreed. This may be part of or in addition to any job hours identified.

People Management

- Overall management of the Communications Workstream, Editor, Events Officer, Media Officer, Engagement Officer, Website Officer
- Liaise with the Technical Support provider as necessary
- To maintain contact with the Workstreams and National Officers
- Contribute to the selection, recruitment, induction and review processes across the Board of Directors and Professional Committee

Other duties (all Directors):

Communication

- Consistently promote APTUK through all media sources in line with the Communication and Social Media policy
- Liaise with the Communications Workstream to use social media to promote APTUK
- Provide feedback, advice and back up as needed to other members of senior staff team to ensure all senior staff has support needed to work effectively and promote positive work environment
- Maintain continuous lines of communication, keeping the CEO/president informed of all critical issues
- Co-ordinate all information and communication relating to APTUK to include both internal (to the Board) or external (to members and/or interested parties) as needed.

Governance

- Adhere to APTUK internal governance arrangements as set out in the Memorandum and Articles of the Association, standing orders and officers handbook
- Work within APTUKs policy and procedures

Information Management

- Maintain computer systems, user IT accounts, computer hardware e.g. desktops, cabling, servers, printers etc. essential to the role.
- File or archive/ all APTUK documents and records using APTUKs secure storage in a timely manner .
- Ensure all Information Management and Technology information is processed in accordance with APTUK policies and procedures.

Personal Development

- Participate in APTUKs personal development reviews and develop own PDR
- Undertake regular continuing professional development (CPD) relevant to role.
- Attend suitable courses, training and business meetings as requested.

Research and Service Development

- To participate in responses to external consultations and any other documents that requires responses from APTUK
- Undertake surveys or audits, as necessary to own area of work as required for feedback to Board of Directors following APTUK guidelines and policies and provide comment if require
- Keep up to date and abreast of national healthcare and pharmacy/pharmacy technician professional priorities

Resource Management

- Follow the APTUK expenses procedure and submit timely requests for expenses
- Keep records of all expenditure on postage, stationary; telephone calls etc. and submit to the Treasurer monthly ensuring all are within budget

Any other duty as agreed with the post holder and relevant National Officer which may arise periodically.

Additional Information

Flexibility Statement

Please note: This job description is intended as a basic guide to the scope and responsibilities of the post and is not exhaustive. It will be subject to regular review and amendment as necessary in consultation with the post holder.

Confidentiality and Legislation

All Directors and National Officers of APTUK are required to maintain the confidentiality of members, colleagues and APTUK business and adhere to information governance in accordance with APTUK policy.

All Directors and National Officers are required to have a personal awareness of the following legislation:

Companies Act 2013, Equality Act 2010, Data Protection Act 1998, Bribery Act 2010, Health & Safety Act 1974

Diversity

All Directors and National Officers must at all times carry out his/her responsibilities with regard to APTUKs values. At all times it is required that responsibilities are carried out with due regard to colleagues, members and National Officers to ensure all receive equal treatment.

Risk management

It is a responsibility to report all accidents or incidents promptly and, when requested, to co-operate with any investigation undertaken.

You are obliged to inform the Association if at any time in the course of term of office you are the subject of a police investigation, or are convicted of a criminal offence.

You must also inform APTUK immediately if at any time during your of term of office you are the subject of an investigation by the Independent Safeguarding Authority or are barred from either its Children's Barred List or Adults' Barred List. Failure to comply with these requirements may result in disciplinary action. You will be committing a criminal offence if you seek to undertake or undertake any Regulated activity while barred by the Independent Safeguarding Authority from either its Children's Barred List or Adults' Barred List.

Written by: Tess Fenn: President

Date: April 2017

Approved by: Board of Directors

Date:

Review Date:

Person specification:

Personal quality	Essential	Desirable	Evidence
Education / Qualifications / Training	<ul style="list-style-type: none"> • NVQ Level 3 Pharmacy Services with BTEC National Certificate in Pharmacy Services or equivalent • Fully paid up member of APTUK • Registered as a Pharmacy Technician with the General Pharmaceutical Council(GPhC) • APTUK Board Director • APTUK Company Member 	<ul style="list-style-type: none"> • Up to date CPD portfolio 	<p>Certificate of qualification</p> <p>GPhC registration</p> <p>APTUK membership number</p> <p>Certificates</p>
Experience	<ul style="list-style-type: none"> • Experience of strategic and operational management • Experience in writing procedures 	Leadership and management	<p>CV / Resume</p> <p>Reference</p>
Skills / Aptitude	<ul style="list-style-type: none"> • Excellent written, verbal, and interpersonal communications skills Effective organisational skills (planning, problem solving and prioritising) • Effective motivational skills • Effective leadership skills • IT skills • Presentation skills • Able to think creatively and strategically to successfully mediate and negotiate with individuals and groups internally and externally • Able to balance competing priorities, complex situations, and tight deadlines • Proven leadership and consensus building skills • Ability to operate as an effective tactical as well as strategic thinker 	Attention to detail	<p>CV / Resume</p> <p>Reference</p>
Knowledge / Ability	<ul style="list-style-type: none"> • Up to date knowledge of Pharmacy practice • Ability to meet deadlines • Able to work on own initiative and within a team • Awareness of personal and professional limitations • Awareness of APTUK company articles, policies and procedures • Knowledge of Project Management • Ability to work under pressure 	<p>Knowledge of developing policies and procedures</p> <p>Knowledge of audit processes</p> <p>Experience working with volunteers and knowledge of the not for profit</p>	<p>Certificates</p> <p>CV / Resume</p> <p>Reference</p>

	<ul style="list-style-type: none"> • Report writing 	sector are preferred	
Attitudes	<ul style="list-style-type: none"> • Professional and diplomatic • Assertive and forward thinking • Team worker • Adaptable and methodical • Highly motivated and enthusiastic • Able to overcome obstacles to cooperation and to foster harmonious relations. • Honest and trustworthy 		CV / Resume Interview DBS check Reference GPhC registration
Personal	<ul style="list-style-type: none"> • Enthusiastic • Able to motivate • Forward thinking • Leads by example • Professional appearance 	Assertive	CV / Resume Reference Interview
Other requirements	<ul style="list-style-type: none"> • Committed to attending Board of Director and Professional Committee meetings and branch officer meetings and APTUK Conference(s) • May be asked to attend external meetings on behalf of APTUK 		Resume Interview