



British Cardiovascular Society

'The Voice of UK Cardiology'

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New National Role: BCS Digital Education Fellow

Role Profile

We are seeking to appoint a Cardiology Health Professional to an exciting new national role entitled 'BCS Digital Education Fellow'. The fellowship programme will provide the successful post holder with funding of protected time and support to manage and drive forward plans for the ongoing development of an exciting and ambitious new initiative - the BCS Digital Knowledge Hub (DKH). The fundamental aim of the BCS DKH is to provide a comprehensive virtual learning environment for the UK cardiology workforce. The BCS DKH is a significant and pivotal aspect of the society's future educational strategy and will provide the post holder an excellent opportunity to play a critical role in its delivery and development.

The post holder must be highly motivated, engaged, and digitally literate and will be responsible for the sustainable development of the DKH to support its breadth of scope and ultimately our ambition to establish it as an invaluable membership resource essential to all cardiology practitioners. This will be an exciting opportunity for all NHS clinical staff with a background and firm grasp of cardiology, including doctors, nurses, allied health professionals, healthcare scientists, pharmacists, and others, to shape and accelerate a digital education strategy. For cardiologists in training this would suit a Cardiology SpR between ST3-ST6. The post would suit someone interested in utilising the experience and skills gained from this role to pursue a master's degree in leadership or education.

Funding

The Fellowship will fund up to 0.4 WTE i.e., 2 working days per week (basic salary not including banding) for backfill to ensure that appropriate time is protected for the fellow. This protected time is mandatory for the completion of the Fellowship. However, the programme is flexible as to how this time is taken monthly (i.e., 8 days commitment per month can be done flexibly as per the fellow's schedule).

Term of office

1 years 0.4 WTE (for review after one year) and extendable to 24 months if deemed suitable/appropriate for both parties.

Application process

1. Please complete and submit the application form which will invite you to detail: your experiences, enthusiasms, aspirations, and career plans that you feel make you suited to take on this role.

2. Given that video content is a major element of the DKH we ask you to submit a 2-minute video as part of the application process. The content of the video can be a cardiology topic of your choice (clinical or non-clinical) within the remit of the BCS DKH as per Figure 1 which details the breadth and scope of the DKH. The video can be shot on equipment of your choice. Expensive equipment and software are not a prerequisite - a smartphone and free editing software is sufficient - what we are looking for is your ability to succinctly and clearly communicate and present a topic. If the video features individuals other than yourself then appropriate permissions would need to accompany the video.
 3. As part of the application process, you will need to supply evidence that you have the support of your training programme director, supervisor and/or senior manager in your organisation for the required amount of protected time. This confirmation is vital as backfill funding will be provided to your organisation.
 4. If your application is shortlisted, you will be invited to an interview which could be either online or face-to-face. You will then be notified of the outcome of your interview shortly afterwards.
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Context

The BCS has a vision at the heart of its 5-year strategy to be *the* leading voice for UK cardiology and the go-to organisation for clinical standards in cardiology which should cover both clinical and non-clinical matters.

The current COVID-19 pandemic has forced the acceleration of digital working practices and is an opportunity for the BCS to re-imagine our duty to our society members. Globally we are seeing huge strides in the use of remote working, video conferencing/consultations and online education and it is clear this shift in culture is here to stay.

In line with our ambitions the BCS plans to increase its digital presence and will do so through the provision of a comprehensive virtual learning environment for our membership; the 'Digital Knowledge Hub' (DKH).

The concept of the DKH is far reaching and the ethos underpinning the project is to provide high quality, easily digestible material which would impart actionable knowledge. It will be inclusive and collaborative in terms of contributors to fully represent our cardiology workforce.

At present the DKH has a task and finish group focussing on launching the initial stages of this large project led by the Chair of the Education Committee, Dr Shouvik Haldar. It is our vision that this will transition into a sub-committee under the remit of the Education Committee with members drawn from several committees (especially EDU and Digital, Communications and Marketing committees) as well as external members to oversee strategy and development of the DKH to curate a high quality, innovative and frequently updated resource of wide-ranging cardiology knowledge.

The Education Committee in turn sits with the Education functional division of the BCS and is accountable to the Board of Trustees through the Vice President, Education and Research.

Responsibilities

General

The BCS Digital Education Fellow will report to the DKH sub-committee of the Education Committee who will provide oversight and overall strategic support and development. This initiative will be supported by Clinical Lead, Dr Shouvik Haldar, and BCS Heads of Education and Digital Technology. They will collaborate closely with other key stakeholders including VP for Education and Research; Honorary Secretary (lead for 'Digital'); Chair of the Digital, Communications and Marketing Committee; the BCS Digital team; sub-committee members; trainees; BCS ex-officio and BCS members.

The BCS Digital Education Fellow will work with the Clinical Lead and staff managers to ensure key measures and deliverables are met, including:

1. *Realising BCS strategic aim of becoming the go-to organisation for clinical standards and CPD in cardiology and the voice of authority for UK cardiology*
2. *Enhanced engagement with existing membership*
3. *Increase in membership members, including potential international members*
4. *Increased engagement with affiliates societies / bi-lateral sharing and co-promotion of content*

Specific duties

1. Facilitate the DKH's development and delivery in collaboration with the Clinical Lead
2. Plan roadmap for the appointed term in terms of content output with at least 45 videos of new content per annum.
3. Explore all avenues of the DKH Content model as shown in Figure 1 (see attachment) and develop areas not tackled in initial phases of release
4. Attend planning and progress meetings with the Clinical Lead and staff leads as required.
5. Chair meetings of the DKH sub-committee of the Education Committee ensuring that the meeting delivers on outputs in line with agreed Terms of Reference and project timelines
6. Work with the Clinical Lead, Head of Digital, Head of Education to ensure agendas, papers and minutes are prepared in support of the sub-committee's work on a timely basis and in accordance with BCS target timelines

7. Ensure outputs and progress are appropriately tracked using agreed tools for governance and reporting purposes to the Clinical Lead, who in turn, is accountable to the BCS Digital Project Board for effective delivery of the hub in line with strategic goals and in harmony with other BCS educational initiatives and activities.
8. Provide reports and / or presentations to the Education Committee, and to the Digital Project Board, Executive and BCS Board of Trustees in collaboration with the Clinical lead as required.
9. Work with BCS staff to maintain and keep DKH website up to date.
10. Develop an inventory of existing and new content, indexing categories, setting and recording decommission/expiry dates.
11. Undertake iterative review of the DKH content, user experience, engagement, feedback, and financial data (income, expenditure, and outturn) to inform proposals and recommendations for further content for development and plans.
12. Establish clear lines of engagement with other divisions within the BCS to ensure joined up approach and alignment with other key strategic goals of the organisation.
13. Develop aspects of digital, marketing and communications in collaboration with the Clinical and staff leads and the Digital Communication and Marketing Chair to promote the DKH effectively and to support delivery of key deliverables
14. To identify individual DKH sub-committee members to undertake specific tasks or to be committee leads for specific topics
15. Work closely with BJCA and promote and develop bilateral content sharing arrangements with other affiliate societies.
16. Develop regional network of SpR's and Consultants to ensure appropriate coverage of the UK in terms of geographical distribution of contributors
17. To act as spokesperson for the DKH when required to do so.

Figure 1 DKH Breadth of Content



Person Specification

Attribute or Skill	Essential	Desirable
Appropriate skills	<p>Demonstrable leadership qualities.</p> <p>Ability to work well in a team and communicate effectively.</p> <p>Evidence of commitment to the NHS.</p> <p>Effective clear verbal and written communication skills.</p> <p>Good knowledge of the Equality and Diversity principles contained in the Equality Act 2010 and how they apply to medical education.</p> <p>To have completed a formal course in Equality and Diversity.</p>	Evidence of the use of initiative.
Digital Technology and Content Management Experience	<p>Understanding of UX/UI principles and current best practice</p> <p>Experience (and understanding of) <i>writing for the web</i> and a desire to learn more.</p> <p>Competency with website CMS and content editorial tools. Experience of/confident getting to grips with; a wide variety of digital technologies and tools including digital learning platforms, email marketing, podcasting, webcasting and other AV technologies.</p> <p>Basic understanding of video editing/skills.</p> <p>Knowledge of cross channel content marketing management and understanding of how to apply this to BCS Digital Knowledge Hub content and audiences.</p> <p>Proof reading/editing skills and a strong eye for detail and brand consistency for both content and layout.</p> <p>Experience managing of social media channels and planning content/messaging to meet brand and editorial guidelines.</p>	<p>A knowledge/understanding of Web Accessibility Guidelines.</p> <p>Cross browser compatibility issues</p> <p>An understanding of SEO principles.</p> <p>Experience with design programmes such as Adobe Creative Cloud incl Photoshop.</p> <p>A demonstrable interest in websites, technology and digital communications</p> <p>Knowledge of digital collaboration and project tools. For example JIRA/Trello</p> <p>Previous roles within NHS or other professional organisations' developing and managing digital content.</p> <p>Understanding of how to tailor content across different channels and audiences.</p>
Clinical Expertise	To be in good standing with employer and GMC.	Achievement and additional contributions to specialty
Specialist Representation	To be a Member of the BCS.	

Roles and responsibilities set out in this document will be reviewed every 2 years June 2021

Appendix 1: BCS Committee Governance Structure at Dec 2020

