



JOB DESCRIPTION

HEAD OF BNF PUBLICATIONS

Location: London Office/ Hybrid Working
Reports to: Content Director
Grade: 6

What we do

We support pharmacists in their education and development, promote pharmacy in the media and government, and lead the way in medicines information across Great Britain and around the world. Our **mission** is to put pharmacy at the forefront of healthcare. Our **vision** is to become the world leader in the safe and effective use of medicines.

Our values

At the core of our culture, our Values Focus, Agility, Quality, Collaboration and Respect describe the way we work to achieve our organisational goals. We believe people don't need to be fixed to their desk to achieve great things, so we offer flexibility to our people in how they do their work wherever possible, to bring out the best in everyone and provide an inclusive working environment.

Leadership in pharmacy

We define best practice for pharmacy professionals and help them achieve this through professional development, career support and training. We are here to support professionals with the challenges of pharmacy practice, and advocate for the role of pharmacy by setting professional and ethical standards, producing policy papers and responding to consultations with government and industry.

Publishing

We're the world leaders in evidence-based pharmaceutical publications and guidance. Pharmacists and other healthcare professionals trust us to provide expert analysis, educational support, webinars and news that informs, supports and enhances their practice. We independently source, evaluate, and communicate and make practical medicines knowledge accessible worldwide.

The BNF is a joint venture between Pharmaceutical Press and BMJ. The BNF for Children joint venture partnership also includes the Royal College for Paediatrics and Child Health and the Neonatal and Paediatric Pharmacy Group. BNF Publications are produced in print and digital formats and are used across the UK and internationally. They are widely respected as the 'gold standard' for prescribing practice in the NHS and are an essential resource for front-line clinicians.

Central Services

We support the organisation to achieve its goals by providing people, technology, facilities and financial services.

Our governance and leadership

Our Assembly provides overall governance and strategic direction for RPS. Our three National Pharmacy Boards provide advocacy, support and strategic leadership for pharmacy practice and developments within England, Scotland and Wales. The Pharmaceutical Press (PhP) Board advises the Assembly on the direction and approach of Publishing, while our Executive Team look after every aspect of our operations.



JOB PURPOSE

BNF Publications (the BNF and BNF for Children) provide health professionals with trusted, evidence-based and up-to-date information about the use of drugs. The Head of BNF Publications is the visible leader of BNF and BNFC, both internally and externally, providing leadership and driving the strategic development of these essential publications.

Working closely with the Content Director, Editorial Leadership Team, and with members of the Publishing Executive, the Head of BNF Publications champions the BNF Publications both internally and externally, and influences and supports wider publishing plans across the business. This role provides leadership, develops strategic content and product development plans, and drives and supports business development.

The Head of BNF Publications will be adept at building and maintaining relationships. The BNF is an essential resource for the UK health service and, as such, the Head of BNF Publications must develop and nurture relationships across the health service and government departments, as well as with other relevant stakeholders and joint venture partners.

MAIN ACCOUNTABILITIES

1. Working with the Content Director, develop a strategic development plan for the BNF Publications, that recognises their status within the healthcare environment, creates value for frontline clinical staff, and entrenches the position of the content in healthcare; the development plan must also acknowledge the commercial constraints of the BNF within NHS environments, but capitalises on commercial opportunity;
2. Work with the Content Director, Heads of Content and Content Managers responsible for BNF content to ensure the strategy is translated into effective operational plans, and that these plans are delivered by teams within Pharmaceutical Press
3. Work with the Heads of Content and Content Managers to ensure that high standards of quality, timeliness and professional relevance are maintained across the Publications;
4. Ensure resource requirements for the BNF/C content are met, ensuring an appropriate skill mix for the content, and ensuring advisors and committees are appropriately staffed and operating efficiently;
5. Support the commercial, marketing, and product development activity of Pharmaceutical Press, as it relates to the BNF Publications, taking a lead voice in protecting the brand, considering the requirements of the joint venture partners, the importance of the BNF within the healthcare system, and acknowledging the political constraints created by the NHS relationship;
6. Nurture relationships with NICE and ensure that there is effective dialogue and professional relationship with this key stakeholder, acting as the 'point person' for the relationship and including preparing annual business plans and meeting reporting requirements at quarterly review meetings;



7. Maintain and develop constructive working relationships with joint venture partners, including preparing for Heads of Houses and BNF Board meetings;
8. Act as an effective ambassador for the BNF Publications, representing the publications to third parties, including government organisations such as the MHRA, other Societies, and at national working groups.

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.

SUCCESS MEASURES

- Development of a clear coherent Publications strategy and, subsequently, creation of achievable operational plans that deliver the strategy; effective monitoring of delivery and reporting of progress to the Content Director and BNF Boards.
- Development of strategic content plans, that prioritise value-add, unique content that best supports the needs of front-line clinicians.
- Development of achievable and strategically sound NICE business plans, adherence to deliverables agreed within the NICE business plan, clear and accurate quarterly reporting to NICE, and continuing successful NICE accreditation.
- Well managed relationships with the BNF joint venture partners, NICE, and other stakeholders within the healthcare system such as the MHRA, NHS England, specialist societies and clinical experts.
- Effective meetings of the BNF Board and Paediatric Publications Board, including creation of appropriate agenda, development of coherent and informative Board papers and presentations, and appropriate follow-up on action items
- Appropriate and proportionate management of feedback, including error/incident management, considering patient safety, clinical and reputational risk, and the importance of BNF/C content within clinical systems
- Demonstrable support for commercial development activities, including appropriate messaging through marketing and other outward communications

KNOWLEDGE & SKILLS FOR THIS JOB

Essential:

- Degree in pharmacy, medicine, or related clinical field
- Demonstrated experience in managing complex stakeholders and relationships
- Demonstrated experience representing organisations at high-level meetings (e.g. government review meetings, Boards, etc)
- Demonstrated experience in managing budgets and an aptitude for understanding financial reporting



- Deep understanding of the health service, including:
- The importance of the BNF and BNFC within the UK health system and worldwide
- The current challenges faced by front-line clinicians, and the system more broadly
- Current health policy in the UK, including policy ambitions and direction of change
- Excellent verbal and written communication skills
- Experience in matrix management, including a demonstrated ability to make things happen across different teams within an organisation
- An understanding of the importance of consistency and quality in systems and processes

Desirable:

- An understanding of content creation processes
- An understanding of information delivery in a digital environment