Role Profile
Academic Liaison Officer

About Us

The Pharmacists’ Defence Association (PDA) has enjoyed tremendous growth. Since its inception in 2003, more than 26,000 members have joined our organisation and typically we grow at the rate of about 6% every year. We don’t take this for granted; we work hard to look after our members’ interests but there’s always so much more that we can do.

This passion for looking after the interests of the individual pharmacist, often in the face of powerful forces of opposition and to support colleagues who are facing difficulty is what gets us out of bed in the morning and in this role, we are looking for someone who shares that sense of fair play and has that kind of passion for helping fellow pharmacists.

The Role of Academic Liaison Officer

The PDA aims to support and defend individual pharmacists and future pharmacists. The PDA has, for many years, supported and invested in the ‘risk management’ curriculum for pharmacy undergraduates and pre-registration graduates and has formed links with many universities to this end. The defence association and Union have also advised and represented undergraduates in University Fitness to Practise hearings where students have found their professional career at risk.

Engaging the student body has always been a PDA priority and we are further investing in this important strategic objective by seeking the right candidate for a newly created Academic Liaison Officer role.

Role Description

Reports to

Head of Communications & Membership Engagement

Purpose of the role

To build and nurture relationships between the PDA and Pharmacy Schools, with both student and faculty bodies.

Key Responsibilities

- Developing links between the PDA and Universities across the UK
- Developing and delivering the PDA risk management seminars to the student body, as part of the university curriculum planning, utilising elements such as facilitation, role play and public speaking
- Building and monitoring engagement with the student body, both face to face and digitally; some of the channels used will be events & career fairs, social media, forums, email, website
- Maintaining the PDA’s relationship with student representatives
- Developing content aimed at Universities – articles, case studies, infographics, videos, apps
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- Providing leadership and support to the PDA Union Undergraduate and Pre-registration Student Membership Group
- Representing undergraduates at University ‘Fitness to Practise’ hearings

Person Specification

Our Role in Defending our Members and Representing Their Interests

- Upholding our core values to defend individuals
- Acts with integrity to support the values and vision
- Unafraid to challenge powerful forces where necessary
- Overcomes obstacles through tenacious and innovative approach
- Creative, proactive and able to think outside of the box whilst seeking to optimise and improve

Required Competencies

If you are a creative, energetic and skilled communicator with an excellent and comprehensive knowledge of pharmacy, read on.

We are keen to meet candidates who are able to demonstrate the following competencies:

- Exceptional relationship building and interpersonal communication
- Public speaking proficiency and charisma
- Training delivery, facilitation and role play
- Event planning and attention to detail
- Social media management and monitoring
- Excellent understanding of the digital communication sphere
- Knowledge and understanding of the pharmacy landscape in the UK

Desirable Competencies

The ideal candidate will also possess:

- Knowledge and understanding of academia
- Some graphic design experience, such as knowledge of online tools for infographics and image editing for social media

This role will be based in our Birmingham office, however due to the nature of the role, frequent travel across the UK will be required.

Salary will be competitive with market rates and will reflect the successful applicant’s experience. The package also includes 25 days annual leave, plus bank holidays, membership of a healthcare scheme, a contributory pension scheme and subsidised childcare facilities.

If this sounds like the right opportunity for you, please send your CV and cover letter detailing your relevant experience for this role to recruitment@the-pda.org by February 3rd, 2017.