

Communications and Engagement Plan 2026/27

Target Audience	Objectives	Actions	Channels	Responsibility	Timing	RAG
Key Objectives: 1. To develop the Communications Officer as important 'eyes and ears' for the organisation in relation to its external operating environment 2. To ensure that key internal and external audiences are engaged effectively on an ongoing basis 3. To support key events						
All	Deliver improved accessibility and user experience across organisational website.	1. Assess site against Web Content Accessibility Guidelines and overall fitness for purpose and arrange amendment as required. 2. Review and update/amend where required, all sections of the site 3. Ensure regular review to keep the site up to date	• Website	• Comms Officer • Business Operations Director and Manager • Content owners	Q2 2026/27	Pilot pages have been drafted, approved and published. Full project plan for site-wide improvements has been drafted and will be agreed mid-September 2026 and rolled out across Q2 2026/27.
All	Raise awareness of the Pharmaceutical Society NI in general population as an accountable organisation with effective people, governance and operations to complete our core regulatory functions	1. Deliver the objectives in the 2025-30 Communications Strategy (with support from the new Social Media Strategy) to improve public awareness of the organisation. 2. Establish our communications channels as a reliable source of regular updates and accurate information regarding the work of the Society within the wider pharmaceutical sector in Northern Ireland. 3. Develop an ongoing programme of content creation that supports the overall objective.	• Social media • Print and broadcast media • Website • Outreach and events	• Council • CEO/SMT • Communications Officer	Ongoing (starting in Q2 2026/27)	Programme of content creation as part of the Social Media Strategy has been drafted for SMT and Council approval. Objectives of the 2025-30 Communications Strategy to be delivered once strategy approved by SMT and Council.

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All	Improve reach of mass mailings through transfer to ROL	1. Developing best practice in using ROL to create and send mass mailings to all stakeholders. 2. Train relevant staff in how to use system for this purpose. 3. Ongoing monitoring, reporting and improvements of use of this system.	• MailChimp • ROL	• Communications Officer • Business Operations team • Registration team	Phase 1 Q2-4 2026/27	Commences after rollout on 27 October 2026.
Internal						
Internal	To establish an updated style guide, templates and standard operating procedures that will increase quality and consistency, as well as allowing more members of the staff body to work on communications outputs independently	1. Update the Style Guide document. 2. Update the Branding Guidelines. 3. Create a complete library of templates for different documents. 4. Write a series of SOPs for all communications outputs.	• SharePoint	• CEO • Director of Business Operations • Business Support Manager • Senior Registration Coordinator • Communications Officer	Q2 2026/27	Drafts completed. Awaiting SMT approval for Style Guide, Branding Guidelines and completed SOPs.
All staff	Maintain and develop key communications skills across the organisation.	Devise and deliver training (where appropriate) on the following: a. Media skills (press releases and interviews/broadcast media participation) b. Website CMS competence c. Appropriate writing styles for different media and audiences (supported by Style Guides and templates) d. Use of Canva e. Podcasting f. Use of equipment to support hybrid/remote meetings and hearings	• Website • ROL • Canva • ACast • Social media apps	• SMT • Business Support Manager • Communications Officer	Q2 2026/27	Staff survey has been drafted to be sent to all staff by end September 2026. Programme of training will then be devised to be delivered during Q2 2026/27.

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External						
Minister of Health	To establish and maintain a good working relationship with the new Health Minister (Mr Robbie Butler MLA)	1. Write initial letter of introduction on behalf of the President. 2. Invite Minister to any meeting and/or event that suits him. 3. Follow up any initial contact with ongoing dialogue about the future needs of the organisation with the Minister's team.	• Royal Mail • Email • Telephone	• President • CEO • Communications Officer	Q1-2 2026/27	Letter has been sent to new Minister on behalf of President and CEO. Ongoing contact will be monitored and reviewed regularly.
Department of Health	To increase visibility in general	1. Encourage following of social media channels 2. Identify all key stakeholders who might find value in being kept up to date with news etc. Add to any distribution list(s).	• Website and Social Media • Add SM channels to email address blocks, branded stationery etc.	• Communications Officer • Admin Team	Q1-4 2026/27	Ongoing work. Audience mapping now standard with all communications projects.
Health Committee	To establish a 'no surprises' approach	1. Maintain the system to provide advance notice of the Health Committee agenda 2. Circulate the agenda to key Council Members/staff 3. Monitor relevant Committee sessions and provide summary to key Council Members/staff	• Assembly website • Committee Clerk • Key pharmacy contacts • Email (as the channel for agenda and summaries)	• Communications Officer • Policy Team	Q1-4 2026/27	Current horizon scanning function has been developed (see above) to cover key local forums.

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Press & Media	To ensure that press and media engagement meets PSNI overall and individual requirements on an ongoing basis	1. Make introductions to key health journalists 2. Develop press and media database and ensure that it is kept up to date 3. Provide press office function and assess/facilitate any requests from the press and media 4. Provide media training to key personnel and agree key messaging as required	• Email • Telephone • Face-to-face	• Communications Officer	Q1-4 2026/27	Ongoing. Press Office function in place albeit that interest in the PSNI is limited. Comprehensive update of press and media contacts is up-to-date. Opportunities to make renewed contact with key health journalists need to be agreed and actioned. Need for media training will be measured in staff comms survey and delivered sometime during Q2-4 2026/27.
Key Individual Contacts	To bring a structure to engagement and ensure that key representatives of Council and senior management engage effectively with key decision makers, opinion formers and relevant stakeholders	1. Finalise list of key contacts for Council / Senior staff 2. Set up and facilitate engagement opportunities as part of a proactive and determined outreach programme 3. Regularly review key contacts/stakeholders database to ensure that it remains up to date.	• Known existing contacts • Statutory Consultee List as checking mechanism	• Communications Officer • Admin Team • President • CEO	Q1-4 2026/27	President and CEO have been engaging with key contacts throughout 2025 and 2026. Stakeholder database being regularly updated. New phase of outreach will be discussed and agreed with Council and SMT to be delivered during 2026/27.

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Registrant Pharmacists	To ensure that registrant perceptions of the PSNI are positive	1. Annual survey measuring registrant perceptions and user experience of the Society.	• Smart Survey • Face-to-face or online interview with registrants	• Communications Officer • SMT	Q3-4 2026/27	Annual survey due to be launched January 2027. Analysis and recommendations will be with Council in time for May 2027 meeting.
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