

private & confidential

Role Description



Policy and Public Affairs Advisor

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Letter from Craig Jones, CEO

Dear Applicant

Thanks for your interest in the role of Policy and Public Affairs Advisor at the Royal Osteoporosis Society.

The role-holder will lead an ambitious programme which, if we succeed, will make a difference in the lives of hundreds of thousands of people.

We're proud of all the charity has achieved since its launch in 1986, providing vital information and support to people in the UK affected by osteoporosis. This year alone we'll achieve 300,000 touchpoints between our support services and members of the public – and we know they make lasting changes to people's health and wellbeing.

We've just released our Research Roadmap towards finding a cure for the condition. And we're a home for some of the best clinical and academic leaders in bone health anywhere in the world.

But we know that the charity needs to do much more. Over 3.5m people live with osteoporosis in the UK, yet only a quarter of adults can tell you what the condition is. Treatment in the NHS is riven with missed opportunities for prevention. And our research shows that the condition punches below its weight in the Parliaments and Assemblies of the UK.

We want to change that. Through launching an ambitious policy and advocacy programme, we can re-position the charity as a key influencer on the national stage while improving the lives of generations to come. We're shaping solutions that will ease demands on the public purse, while protecting the NHS. And we need a compelling policy and public affairs professional to lead the charge.

This is a fantastic time join the Royal Osteoporosis Society and we look forward to receiving your application.

Best wishes,

Craig Jones

Chief Executive

Key role details

- **Permanent:** full time (37.5 hours)
- **Location:** Our offices are based outside Bath, but we have a very flexible approach, and this post can be based remotely although we would expect visits to the office in normal circumstances, where appropriate.
- **Salary:** up to £44,443 per annum plus **benefits which include a competitive pension and holiday entitlement, life assurance, and an Employee Assistance Programme**

Who we are

We are the only UK-wide organisation dedicated to finding a cure for osteoporosis and improving the lives of everyone affected by it.

Our vision

A future without osteoporosis

Our mission

We will:

- Improve the bone health of our nation and prevent osteoporosis
- Influence healthcare providers and professionals to deliver high quality healthcare so that people are assessed and treated for osteoporosis earlier
- Provide the best information, support and services to help people with osteoporosis live well
- Drive the research and development of new treatments and therapies that will ultimately beat osteoporosis

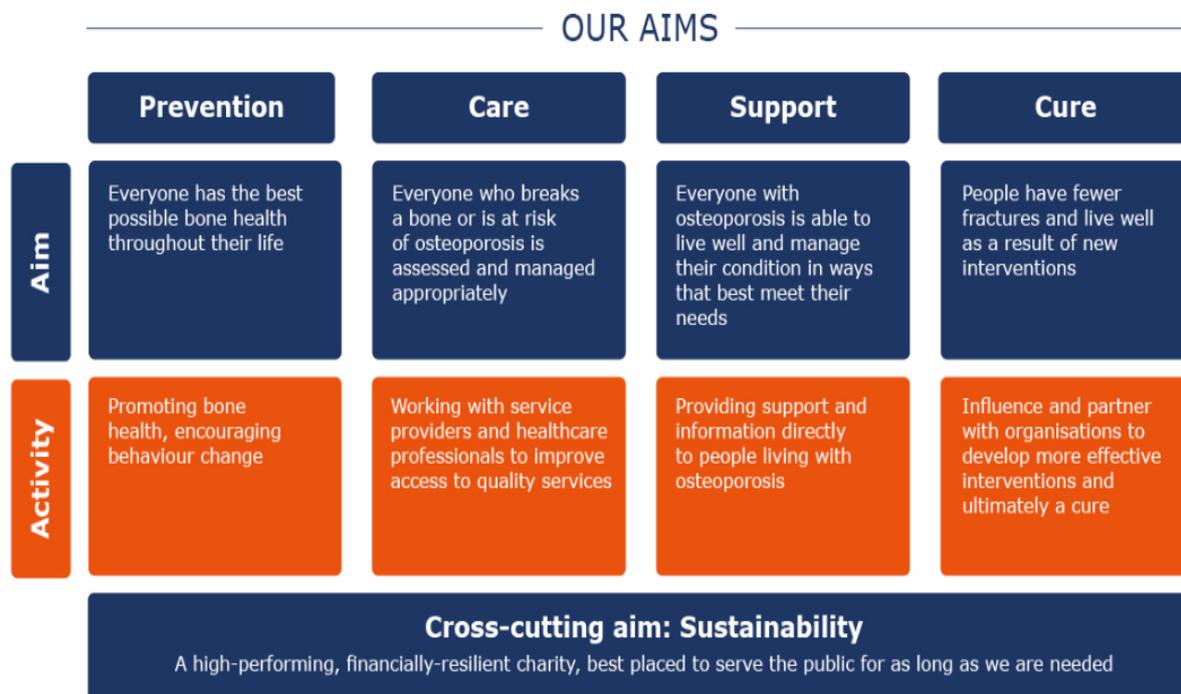
Our values

We are:

- **Caring** – we put your bone health and wellbeing first
- **Influential** – we persuade others to take positive action on bone health
- **Innovative** – we are bold, curious and brave about bone health

Third year of our 2018-23 strategy

Our vision: A future without osteoporosis



To achieve our aims, our work is underpinned by our principles:



Links to key pages on our website

- **What we do** - <https://theros.org.uk/what-we-do/>
- **Strategy** - <https://strwebstgmedia.blob.core.windows.net/media/xrlcnxii/strategic-direction-royal-osteoporosis-society.pdf>

Telegraph article



Telegraph Article 29
March 2021.pdf

Job Description

Context

Osteoporosis affects 3.5m people in the UK, but it's known as the 'silent disease', because of under-diagnosis, under-treatment and low public awareness. Yet as many people die of fracture-related causes as from lung cancer and diabetes. And we all, even if we don't know it, have our bone health to consider.

The Royal Osteoporosis Society (ROS) has set out an ambitious programme to reposition itself as a key influencer in the health sector. The charity has a 35- year record of delivering high-quality support directly to people living with osteoporosis, with more recent experience of facilitating service improvement in hospitals through our innovative Fracture Liaison Services (FLS) model. We have 20,000 public members and over 1,000 Healthcare Professional (HCP) members. The charity provides a platform for leading bone health researchers and academics through our Academy, recently launched by our President, HRH The Duchess of Cornwall to drive forward research into a cure.

We want to use these strong credentials to underwrite a new policy and public affairs strategy to influence systems change across the NHS, learning from the most effective change-making charities in the sector. We have the insights and delivery experience to transform services in the NHS; now we want to make the case to policymakers.

Our new Senior Leadership Team has set out a vision for an ROS which advocates and campaigns for change in Parliament and on the national stage. Early successes have included a series of questions in the House of Lords, an inaugural meeting for a new APPG, and the drafting of a Manifesto for a Future without Osteoporosis.

The Role

The role-holder will co-ordinate and drive the development of a Policy and Public Affairs strategy for the charity, while generating and curating the evidence for change.

The role-holder will initially report to the CEO for the duration of our APPG Inquiry, which will run until Christmas 2021. Our CEO comes from a Communications and Public Affairs background and has been appointed to increase the charity's impact in this space. From 2022, the role-holder will report to the Director of Clinical Services but will retain a 'dotted line' report to the CEO as a key advisor, continuing to attend meetings with key political stakeholders with the CEO.

The role-holder will also work closely with senior clinical and communications colleagues and key Trustees.

To generate compelling insights from the frontline, the role-holder will work particularly closely with the Service Improvement Leads whose focus is to affect system level change across the NHS to reduce variation in provision of, and access to, equitable best practice services.

Key Responsibilities

Policy and Public Affairs

- Lead the development of the charity's policy and public affairs programme, consistent with our corporate strategy and tailored to the needs of each devolved nation.
- Develop a framework for intelligence-gathering and horizon scanning, to ensure that key external opportunities are identified, and action is taken. Develop high-quality position statements on key issues for osteoporosis and bone health.
- Lead the Secretariat function for the All-Party Parliamentary Group, with support from the Events Manager. As part of this, facilitate an APPG Inquiry, including gathering the evidence, analysing inputs and drafting the final report.
- Commission insight work, including through patient and public surveys, and analyse the results.
- Source publicly available data to support our case, including through Freedom of Information (Fol) Requests and desk research.
- Brief the charity on key external developments and the impacts they could have on osteoporosis and bone health and advise the Senior Leadership Team on actions or responses required.
- Draft and curate responses to key government consultations and reviews undertaken by key external partners.
- Design and deliver a rolling plan for policy and affairs engagement, including a contact programme, Parliamentary events schedule and publications series.
- Develop and maintain excellent working knowledge of health policy in the UK and globally, ensuring the charity shapes international thinking around our policy goals.
- Ensure our service users remain at the centre of the Policy and Public Affairs programme, putting structures in place for them to be involved in setting [priorities](#), informing our policy positions with their lived experience, and advocating for change.

- Build and maintain a network of policy and public affairs contacts across stakeholder organisations and partners.
- Drive, with support from colleagues, issues-based campaigning amongst members and volunteers (especially digitally) to amplify our voice and impact.

Collaboration

- Involve colleagues across the charity and patient advocates in planning, informing and delivering influencing activities.
- Work with the Communications teams to regularly report on progress of influencing activities to colleagues and members.
- Engage with ROS Committees, reference groups and wider membership to inform the direction of work.
- Support and managing communication with colleagues and volunteers who sit on external working groups.

Key relationships

- Clinical and Scientific Advisers
- UK clinical and public health experts, scientists and researchers
- ROS Committees (Members and Volunteers, Clinical Committee and the Osteoporosis and Bone Health Academy)
- Parliamentarians
- Members of Devolved Legislatures
- Local Politicians
- NHS England, Scotland, Wales and Northern Ireland
- NHS Improvement
- Public Health England
- Clinical Commissioning Groups
- Health and Wellbeing Boards
- NICE and SIGN
- Health professional bodies and organisations
- International Osteoporosis Foundation (IOF)
- Arthritis and Musculoskeletal Alliance (ARMA)
- UK charities relating to osteoporosis and musculoskeletal disorders
- Other third sector organisations

Personal Specification

Essential

1. Educated to degree level or equivalent.
2. A good understanding of the structures of government at national, local and devolved nation levels.
3. Public affairs expertise, with a track record of influencing politicians and other key government decision makers to achieve strategic goals.
4. An excellent understanding of the health and social care sector its public bodies, its overarching policies and the key levers of change
5. Excellent interpersonal, influencing and negotiating skills.
6. Strategic thinker with the ability to develop a vision and long-term plans for policy and public affairs.
7. Proven political awareness and understanding, good judgement and ability to handle sensitive issues effectively.
8. The ability to commission research and interpret findings.
9. First-class drafting skills and the ability to synthesise data and information quickly and accurately.
10. Excellent organisational, financial and communications skills
11. Excellent decision-making ability, with the ability to prioritise and manage work and deliver outputs in a responsive and timely manner.
12. Good awareness of how public affairs can have synergies with other strands of communications work (e.g. PR, digital) to drive engagement and impact.
13. Ability to work flexibly and collaboratively with colleagues from a variety of disciplines, as well as volunteers.
14. Effective presentation skills and ability to deliver complex information in a persuasive and impactful way.

Desirable

1. Knowledge of osteoporosis or the ability to quickly acquire this.
2. Experience of working with patients and service users.
3. Knowledge of quality and performance management.

Sample of images







Organisation Chart



Better bone health for everybody

