

## **JOB DESCRIPTION**

### **Head of Marketing and Communications**

#### **Background**

As a member of the Royal Osteoporosis Society team, your role exists to work with colleagues to ensure better bone health for everybody and help people to live well with osteoporosis.

Our mission is to improve the bone health of the nation and prevent osteoporosis by influencing healthcare providers and professionals; supporting services to help our beneficiaries; and drive research. We do this through living our charity values and we all work together to realise a future without osteoporosis.

The way we deliver our vision and mission is important. In this role, the decisions you make and the way you behave to deliver our mission, should reflect our organisational values. We have three guiding **values; caring, influential and innovative.**

We have eight supporting **beliefs** which guide every decision you make on behalf of the ROS, and in turn, the way we live our values.

#### **We believe:**

- We put our beneficiaries at the heart of everything we do
- In spending every £1 wisely
- We are the collective voice of people with osteoporosis
- We are the recognised experts in osteoporosis and bone health
- We have the knowledge and influence to change policy and healthcare systems
- Asking for money is vital
- We can achieve more together than on our own
- Everyone with osteoporosis should be able to live well and manage their conditions in ways that best meet their needs

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#### **The charity**

Osteoporosis is a disease which causes bones to become weak and break easily.

Some people can live with osteoporosis and with an early diagnosis, the right medication and lifestyle advice can barely know they have it. But for others it can be devastating both physically and mentally. It can lead to unbearable pain, disability, distress, social isolation and premature death.

Despite the fact that osteoporosis affects around 3 million people in the UK, it is often referred to as 'the silent condition', with only 25% of adults familiar with the term. Changing that imbalance can be a career-defining challenge for an ambitious marketing and communications leader.

Since 1985, the Royal Osteoporosis Society (ROS) has been the only UK wide charity dedicated to improving the prevention, diagnosis, and treatment of osteoporosis. Our vision is a future without osteoporosis.

The charity supports patients through a network of local and regional support groups, a telephone Helpline staffed by experienced Specialist Nurses and an extensive portfolio of online and printed information and guidance.

Our vital information and support services are a lifeline for those living with osteoporosis, their families and carers - as well as for healthcare professionals who care for our beneficiaries.

#### **The role**

The marketing and communications team of the ROS is going through a period of change and we're looking for an individual who can lead the way in developing and delivering effective and impactful digital and offline marketing and communications.

Having recently had a protected 'Royal' title approved by The Queen, we're well-placed to raise the profile of osteoporosis.

We want to spark conversations about bone health within families, raising awareness of how to prevent the condition. Too many people believe, mistakenly, that fractures are a natural part of getting older. We want to change that by raising the level of public discussion about osteoporosis.

We also want to drive a step-change in public awareness of our charity, and its services, by driving supporter engagement through the creation of innovative and effective communications. And, to make our vision of a world without osteoporosis a reality, we need to generate fundraising income.

The Head of Marketing and Communications will lead on the digital marketing and communications strategy, management and creative leadership of the ROS brand, and development of information products and services.

With a current and proven working knowledge of digital content and development, a key part of the role will be in delivering the digital strategy, encompassing our successful digital channels which reach our various audiences.

As a member of the Leadership Team, the post holder will report directly into the CEO, taking responsibility for the delivery of activity on time and within budget.

To succeed, you must have extensive experience of digital communications and marketing and developing and delivering digital communications strategies with deep knowledge of different digital media channels and content formats. Press office oversight is another key strand of the role.

You are someone who is creative, resourceful, versatile, an excellent communicator, and able to work collaboratively with staff at all levels.

## **Key Responsibilities**

### **To develop and deliver our digital strategy**

- Optimise all user journeys, maximising engagement to grow audiences
- Oversee the development of a digital strategy and integrated digital marketing plans to enhance our reach and engagement with beneficiaries and the wider public
- Work with income generation team to deliver a supporter acquisition programme, ensuring the highest standard of quality and compliance in data management
- Ownership of the digital marketing mix, ecommerce, AdWords, SEO,
- Google analytics and digital platform optimisation

### **Develop the charity's marketing and communications strategy**

- Champion and lead our brand portfolio strategy
- Deliver the annual marketing activity calendar of digital and offline campaigns and activities to increase reach and engagement
- Lead on the creation and development of printed materials for older, less digitally engaged beneficiaries

- Develop and deliver all volunteering, partnership, and supporter communications in line with the stakeholder communications plan  
Develop and deliver the charities content strategy
- Oversee the production of our digital content, ensuring effective content design and relevance for our audiences to increase measurable engagement and value
- Scheduling and management of content from across the charity
- Development of video/podcast and multi-media outputs
- Creation of KPI and measurement of content impact and value

### **Development and delivery of media relations activity**

- Lead a profile-raising programme of media outreach to reposition the charity as a key voice on the national stage, raising public awareness of osteoporosis and bone health
- Creation and delivery of pro-active media relations plan across national, regional and specialist press
- Curate relationships with key journalists in the health sector
- Management of the press office function

### **Leadership**

- Lead by example and build effective working relationships at all levels within the directorate and across the charity to build cohesion between teams, to foster a culture and ways of working which allow the charity to maximise its digital and communications delivery
- Inspire, lead and manage the Marketing and Communications Team, creating a positive and resilient culture, ensuring the team has the structure, skills and competencies to deliver now and in the future
- Be experimental; Embrace metrics to measure performance, helping the team to double-down on what works while pivoting away from what doesn't

### **General**

- Lead our internal communications strategy, monitoring and promoting levels of employee engagement, helping share information between departments, and promoting at all times our 'one team' ethos
- Work in partnership with external agencies where appropriate, managing the relationship and delivering to the brief on all design aspects
- Work in partnership with other senior leaders, delivering their required outputs as detailed in charity workplans, and managing multiple outputs

- Monitor charity sector and communications industry trends, while researching consumer behaviour, to identify new opportunities to engage people
- Embed a culture of clear, prompt and concise record keeping which complies with data management legislation and regulation within team

## **Personal Specification**

### **Essential**

1. "Can do"; solutions-focused; keen to measure and prove impact
2. Strong affinity with and commitment to our purpose
3. Experience of leading multi-function teams through change, and supporting behaviour and cultural change
4. Experienced line manager
5. Highly organised with strong project management skills, and a creative and entrepreneurial ability to identify and develop new marketing and communications opportunities and partnerships.
6. Experience of influencing people at all levels with strong facilitation and negotiation skills to problem solve and agree consensus
7. Strategic thinker with the ability to adapt and drive innovation in an operational environment, leading on planning and co-ordination
8. Strong understanding of where / how to collate data, good level of analysis and ability to use insight to inform decisions
9. Excellent communication skills, both written and verbal for a variety of audiences
10. Demonstrable experience of planning, implementing and evaluating successful marketing and communications campaigns
11. Strong digital strategy and implementation skills
12. Strong media relations skills, experience of working with specialist and national news media
13. Sensitivity to political audiences and other key stakeholders such as members of the Royal Family
14. A pragmatist with a natural ability to problem-solve, be flexible, diplomatic and assertive with good negotiating and prioritisation skills
15. Ability to set measurable objectives, evaluate and continuously improve activity
16. Proven ability to manage budgets on time and to task
17. Understanding of data protection regulations and GDPR 2018 requirements

### **Desirable**

1. Experience of Microsoft Dynamics 365
2. An understanding of the health sector in the UK

*The Royal Osteoporosis Society operates an Equal Opportunities Policy and does not discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex (gender) and sexual orientation.*