



**Royal  
Osteoporosis  
Society**

Better bone health for everybody

## **JOB DESCRIPTION**

### **Media Relations Manager**

#### **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 driving 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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Around 3 million people in the UK suffer from osteoporosis, a debilitating condition which can result in painful broken bones and loss of movement and physical ability. Osteoporosis is one of the UK's silent diseases, and it does not just affect older people. In the UK alone, there are over 500,000 broken bones or fractures each year from osteoporosis.

The Royal Osteoporosis Society was awarded a rare 'royal' title in 2019. It has recently rebranded. Previously named the National Osteoporosis Society, it provides vital information and support to those with osteoporosis, and their families and carers. It also works alongside the NHS to deliver front line Fracture Liaison Services or clinics across the UK and is the recognised voice of bone health.

In the aftermath of coronavirus, and the reshaping of NHS and other provider services means that there is even more work to be done to help increase the awareness of the charity, and the critical work it does for beneficiaries and health care professionals.

New services, new ways of working, new drug treatments and an ever-increasing demand for support means that the Society is now looking to underpin its brand awareness activity with greater coverage, across national, regional and specialist media.

We want to use our delivery experience and insights from our membership network to become a campaigning charity which sets the news agenda - a key influencer in the health sector and on the national stage.

#### **The role**

Working in the Marketing and communications team, this new role focuses on supporting the development, implementation and delivery of an ambitious media and communications strategy.

This role will ensure effective communications and media coverage across a range of print, broadcast, and digital channels and in building and maintaining relationships with print, broadcast and specialist media, to ensure high-volume and high-value coverage of the Royal Osteoporosis Society (ROS) and its impact.

This role will work to strengthen the ROS' public profile and relevance, in order to engage partners, beneficiaries, the public, NHS, PHE, clinical and government stakeholders in its mission to promote good bone health, and ultimately find a cure for osteoporosis.

The post-holder will line manage the Communications Officer and work directly with the Head of Marketing and Communications and with different internal directorates. The role will develop and set the strategy to deliver and execute impactful PR campaigns for various beneficiary and healthcare professional products and services and identifying new commentary opportunities. Developing strong relationships with all areas of the charity and work with the wider team to deliver a high-performing media relations function is a pre-requisite.

The success of the role will be measured by evidence of impactful national media coverage, positive brand awareness measures, increased positive engagement from stakeholders and ultimately increased use of our products and services.

The successful candidate must integrate PR & communications with other marketing tactics to achieve maximum impact.

### **Duties and Responsibilities**

- Support the development of our media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations/media activities for ROS for brand, products and services
- Leverage existing media relationships and cultivate new contacts within specialist and national media
- Manage incoming media inquiries and interview requests
- Create content for press releases, op-eds, by-line articles and keynote presentations
- Monitor, analyze and communicate PR results on a frequent basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis
- Build relationships with thought leaders to grow charity and sector awareness
- Maintain a keen understanding of industry trends and make appropriate recommendations regarding communication strategy surrounding them
- Line manage the Communications Officer

## Person Specification

### Essential

1. Working in either a national charity press office or commercial/ PR agency or in-house media or public relations
2. Professional qualifications in PR, degree level or equivalent experience
3. Proven experience of selling in stories to the media and relationship building with journalists
4. News-sense, tenacity and a hunger for generating coverage and cut-through around stories
5. Proven track record in gaining significant media coverage through innovative commentary/narrative building
6. End to end communications project management, developing and implementing integrated communications plans across multi-channels, including marketing, specialist, and national press & PR
7. Demonstrable line management experience
8. Stakeholder management having built credible relationships within a high-profile partnership, with awareness of associated complexities
9. Experience of evaluating reputational risk and managing crisis communications
10. Very strong media and communications skills, with ability to undertake broadcast interviews, and experience as charity or company spokesperson at senior level
11. Excellent written and oral communications skills including the writing of press releases, press briefings, articles and reports, and demonstrated successful media sell-in skills
12. Excellent communications project management skills, with the ability to coordinate and manage others in the development and delivery of projects or media campaigns
13. Superb interpersonal negotiation and diplomatic skills, especially in dealing with journalists and the media, and for networking with press offices on joint campaigns and projects
14. Excellent knowledge of the UK media landscape and understanding of current trends in media
15. Good working knowledge of MS Office including Teams (Word, Excel, PowerPoint, Outlook)
16. Demonstrable negotiation and advocacy skills, with tact and diplomacy
17. An understanding of the role news management, media relations and PR campaign purposes
18. Knowledge and understanding of bone health and osteoporosis

### Desirable

1. Experience of working in the charity sector

*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*