

JOB DESCRIPTION

PR & Brand Communications 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 vision | No more broken bones. No more broken lives.

Our purpose | We transform lives and society by leading the effort to improve bone health and defeat osteoporosis.

Our goals:

- To drive fracture prevention amongst people who are at high risk.
- Quicker diagnosis and better ongoing care, wherever people live.
- To support more people live well with osteoporosis.

We have four guiding values:

We're Bold | We fearlessly stand up for and give a voice to people who need us.

We're Focused | We concentrate on where we can make the biggest difference.

We're Collaborative | We work as one team and embrace partners to change society together.

We have Integrity | You can trust us to do what we say we will.

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

The Role

This role leads the charity's PR and brand communications, ensuring that the ROS brand narrative underpins all external engagement.

Working within the Marketing and Communications team and reporting to the Head of Marketing and Communications, the postholder will devise and deliver a proactive PR strategy that builds national profile and relevance, grows lifestyle PR and digital-first media coverage, and maintains strong press office performance.

The role will:

- Embed the ROS brand in all external communications, acting as a brand guardian across PR activity.
- Drive proactive media coverage across lifestyle, health and ageing outlets, as well as national broadcast and print.
- Position the Great British Bone Check (GBBC) as a national movement through integrated PR and campaigning.
- Manage ambassadors, spokespeople and clinical advisors to amplify ROS's voice.
- Support crisis and reputational risk management.
- Manage and mentor a small PR team, ensuring high-quality delivery and professional development.

Duties and Responsibilities

Strategic PR & Media Relations

- Devise and lead an ambitious PR strategy, ensuring all media outputs reinforce ROS's brand values, tone and narrative.
- Lead proactive lifestyle PR pitching into women's health, wellbeing, ageing and fitness outlets (print, digital and broadcast).
- Develop and oversee PR delivery for national campaigns, particularly the GBBC and Better Bones.
- Cultivate strong relationships with journalists, editors, producers and digital-first media outlets.
- Identify and secure opportunities for ROS spokespeople across mainstream and specialist channels.

Ambassadors & Spokespeople

- Oversee the stewardship, training and deployment of ambassadors, celebrity supporters and high-profile spokespeople.
- Develop a calendar of ambassador activity, aligned with campaigns and national awareness moments.
- Brief, prepare and support clinical advisors and other expert spokespeople for media opportunities.

Digital PR & Influencer Engagement

- Expand ROS's reach through online-first PR, including blogs, podcasts, lifestyle sites and social media-driven outlets.
- Build relationships with health, wellness, menopause and midlife influencers (especially 40–60 audience).
- Integrate digital PR activity with social media campaigns to maximise engagement and impact.

Brand Integration & Crisis Comms

- Ensure ROS's brand, messaging and tone of voice are consistently applied in all PR outputs.
- Act as brand communications guardian for all media-facing work.
- Support the Head of Marketing & Communications on crisis communications and reputational risk management.

Leadership & Team Management

- Line manage the PR Coordinator and Communications Coordinator, providing clear objectives, mentoring and development support.
- Oversee case study pipeline development, ensuring lifestyle and prevention stories are included alongside condition-led narratives.
- Work collaboratively across the charity (Fundraising, Services, Policy, Research) to provide PR expertise and support.

Person Specification

Essential

1. Significant experience of working in a press office, agency or in-house comms role with a strong national media focus.
2. Proven track record in delivering brand-led PR strategies with high-profile media coverage.
3. Demonstrable experience in lifestyle PR (health, wellbeing, ageing, women's media) as well as news-led media relations.
4. Experience stewarding and deploying ambassadors/influencers and high-profile spokespeople.
5. Strong understanding of digital-first PR and influencer ecosystems.
6. Excellent written and oral communication skills, with proven ability to create press releases, briefings, features and campaign content.
7. Experience of reputational risk management and crisis communications.
8. Strong stakeholder management skills, with the ability to influence and build credibility across different teams and with external partners.
9. Demonstrable leadership and line management skills, with the ability to motivate and mentor colleagues.
10. Highly organised, with the ability to manage multiple projects and competing deadlines.
11. Creative flair, innovation and a proactive approach to identifying PR opportunities.
12. Good working knowledge of digital platforms, social media, and media monitoring tools.
13. Experience of acting as a brand guardian, ensuring consistency of messaging and tone.

Desirable

1. Knowledge and understanding of the health or charity sector.
2. Professional qualifications in PR or communications.

Reporting Line

- Reports to: Head of Marketing and Communications.
- Line manages: PR Coordinator, Communications Coordinator.