



Royal  
Osteoporosis  
Society

# Appointment of Director of Services and Innovation

April 2024

Saxton Bampfylde

# The organisation

We're the Royal Osteoporosis Society – the UK's largest national charity dedicated to improving bone health and beating osteoporosis. We've already changed the lives of the 30,000 people who got an early osteoporosis diagnosis thanks to our risk checker. We've already empowered 275,000 people who checked their risk online. You'll have seen our Make Britain Unbreakable campaign in the Daily Mail and our Better Bones campaign in the Sunday Express, making us a major influencer when it comes to health services in the UK.

We've widened access to our support services, with almost a million engagements in 2023. Recent webinars, for example around medication support, were viewed over 30,000 times in the month after launch.

None of this is surprising, because our organisation and people are extraordinary. Our media coverage and digital reach has risen every year since 2020, our finances are strong, we're in the top 20% of charities for employee engagement, and last year we were the big winners at the Third Sector awards, taking home Best Charity, Best Marketing Campaign and the Financial Excellence award.

We're the only osteoporosis charity operating in the UK, with a proud history of having developed key elements of the NHS standards for care. As the natural convenor of clinicians and scientists in this field, alongside our 20,000 members – all of them, experts by experience – we're in the prime position to lead on an area of health services that's central to addressing the needs of our ageing population.





Why does this matter to you? Because we are poised to transform the healthy bones space and we need an extraordinary leader to land significant and meaningful change for everyone living with osteoporosis. We have people's attention, and we are serious about delivering results. There is so much potential, and so much to do. Advances in science, technology, AI and research mean that by collaborating with business, health professionals, funders and charity partners we could make a serious dent in these unacceptable bone health statistics:

- Two-thirds of the 3.5m people with osteoporosis are missing treatment due to gaps in NHS services and low awareness.
- Half of women over 50 will suffer fractures due to osteoporosis, and a fifth of men of similar age.
- Fractures are the fourth greatest driver of disability and premature death, even though safe, effective medications exist to prevent them.
- A quarter of people with osteoporosis suffer three or more fractures before getting a diagnosis.
- 80% of people prescribed osteoporosis treatment either never start it or come off within a year due to a lack of support.

# Our vision

**Strong and healthy bones for life**

# 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 to live well with osteoporosis.

# Our 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.

# Our strategy



**1 Awareness**  
Raise awareness and understanding across civil society, challenging unhelpful myths and stereotypes.

**2 Prevention**  
Warn people at high risk, so they can take action to protect their bones.

**3 Influencing care**  
Put osteoporosis at the top of the public health agenda and keep it there, driving up standards of care.

**4 Support**  
Help more people than ever to live well with osteoporosis, widening our channels for support.

**5 Equity**  
Put areas where there is greatest unmet need at the front of the queue, while engaging people and communities we've struggled to reach in the past.

**6 Sustainability**  
Transform and modernise our organisation, striving for excellence in all we do.

## Key links

[What we do](#)

[Our strategy](#)



## Work with us

Join our award-winning team and help the nation enjoy better bone health.

We're a dedicated, inspiring and forward-thinking healthcare charity and 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're proud to have a committed, highly engaged workforce, as shown by our employee engagement rating, **which puts us in the top 20% of charities** and we want to attract the brightest and the best to help us beat this condition and change society for the better.



# The Role

There's no doubt that this is a career-defining role. And it's a challenging one too. You'll need to set a clear, ambitious, bone health vision and galvanise the organisation, its supporters and key stakeholders and decision makers behind it. Your portfolio will be extensive, overseeing the delivery of all ROS's support services and programmes, as well as our best practice toolkits to influence change in the NHS.

You'll strengthen the relationship between service delivery and supporter development by building the evidence base and momentum necessary to drive social change.

We need a leader with the credibility and energy to:

- Relentlessly strive to improve our services, optimising digital, telephone and community channels so that we reach those who need us most.
- Create a culture of innovation, moving the dial further on one-to-many digital services, including through building engaging, fundable and strategically-aligned proposals
- Find ways to influence Integrated Care Boards (ICBs) and Health Boards, establishing bone health as an NHS priority locally and nationally.
- Promote best practice based on ROS's standards and models amongst healthcare professionals operating in the field.



# Competencies

## Strategic leadership and governance

- Play a key role in the strategic direction-setting and leadership of the charity as a member of the Senior Leadership Team (SLT).
- Inspire, mentor and empower staff to create a high-performance culture backed by a focus on learning and development.
- Be a key external presence for the organisation, building relationships with our community, including people affected by osteoporosis, government officials, commissioners and clinicians.
- Stand shoulder-to-shoulder with your senior colleagues (even when there is disagreement), so that everyone focuses on the right priorities at the right time to get the best results for people with osteoporosis.
- Ensure strong external orientation, keeping a wide range of benchmark organisations under review and monitoring evolving trends in the sector.

## Service design and delivery

The following are core areas of **personal leadership** required from the role-holder:

- Drive innovation focused on audience needs and mission priorities, as well as continuous improvement across the directorate, championing an agile approach.
- Harness the potential of technology across our support services so we can reach more people with greater cost-effectiveness.
- Make sure we engage with the right people at the right time through the right channels. Make it easy for the people who need us to do so in an inclusive and accessible way.
- Active leadership of the Equity strand of our strategy, applying a critical lens to all programmes for the value-add offer to people facing health inequalities or exclusion.

- Listen to people and families living with osteoporosis. Embed modern co-production techniques to put their voices at the heart of service design and improvement.
- Create a pipeline of compelling and evidence-based propositions so that our Income and Engagement team can secure funders and supporters to underwrite your bone health ambition. Work with them to convey your passion for our work and impact to the people and organisations who will ultimately fund it.
- Identify potential opportunities for commercialisation and partnerships, developing compelling proposals for collaboration.
- Measure the impact of everything we do so that we can monitor and improve our effectiveness. Set robust baselines and monitor competitor benchmarks to keep us on our toes.



The following are areas the role-holder will deliver through oversight of high-performing direct reports:

### **Influencing**

- Oversee and expand our range of toolkits, templates and good practice guides to influence delivery of higher-quality healthcare services across the four nations.
- Mobilise healthcare professionals across Integrated Care Boards (ICBs), and devolved equivalents, to set up high-quality services based on ROS's models and standards.
- Make progress in closing the care gap through the strategic prioritisation of our regular research and innovation grants round – prioritising measures which have a clear and direct path to patient benefit where the findings can be adopted at scale across local health systems.

### **Information and Support Services**

- Oversee the charity's public-facing support services, including the information and support programme led by our Specialist Nurse team.
- Develop a framework for richer data collection and analysis to inform the development of services, while adhering strictly to regulation and proportionality.

### **Engagement with professional and expert communities**

- Oversee a range of education and training products for Healthcare Professionals (HCPs) which can drive up standards of care.
- Understand and work closely with the UK research community, ensuring that the organisation benefits from external expertise and continues to respond to new research opportunities.
- Maintain and develop further our network of eminent clinical and academic advisers – the College of Experts

### **Other responsibilities**

- Act as the designated Safeguarding lead for the charity.

### **Key internal relationships**

- CEO and Senior Leadership Team
- Board of Trustees
- Chair and members of the Clinical and Research Committee
- Leadership of c.25 colleagues in the Directorate, with 67 people in the organisation as a whole
- Close, synergistic working with colleagues in the Income and Engagement Directorate
- Members of the College of Experts (volunteer academics and clinicians)



# Person Specification

## Essential

- Experienced leader, with an exceptional track record in service delivery and service development.
- Deep understanding of healthcare systems and delivery in the UK
- Expert organisational, communication and leadership skills with an extensive background in leading, coaching and managing high-performing multi-disciplinary teams.
- Substantial involvement in developing and executing strategic plans for organisations.
- Proven ability to plan and manage complex operational processes for maximum impact.
- Strong understanding of data collection and analysis, especially around performance metrics
- Digital native with experience of incorporating digital transformation into service design and improvement.
- Strong, proven project management skills.
- Strong financial understanding and an eye for optimising the cost/benefit ratio.
- Excellent communication, drafting and presentation skills.
- Proven experience of change management.

## Desirable

- Degree level or equivalent professional qualification.
- Medical or health services background, either current or former.



# Terms of appointment

**Salary:** Competitive.

**Annual Leave Entitlement:** Employees are entitled to 30 days' annual leave per annum (pro rata for part time employees).

**Pension Scheme:** The charity operates a Group Personal Pension Scheme from Scottish Widows (10% employer, min 5% employee).

**Hybrid Working:** Where your role is suitable, we support hybrid working, with at least 20% of your time each month working in our office in Bath, the remaining time, you can work from home.





# How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Royal Osteoporosis Society on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **ABNXA**.

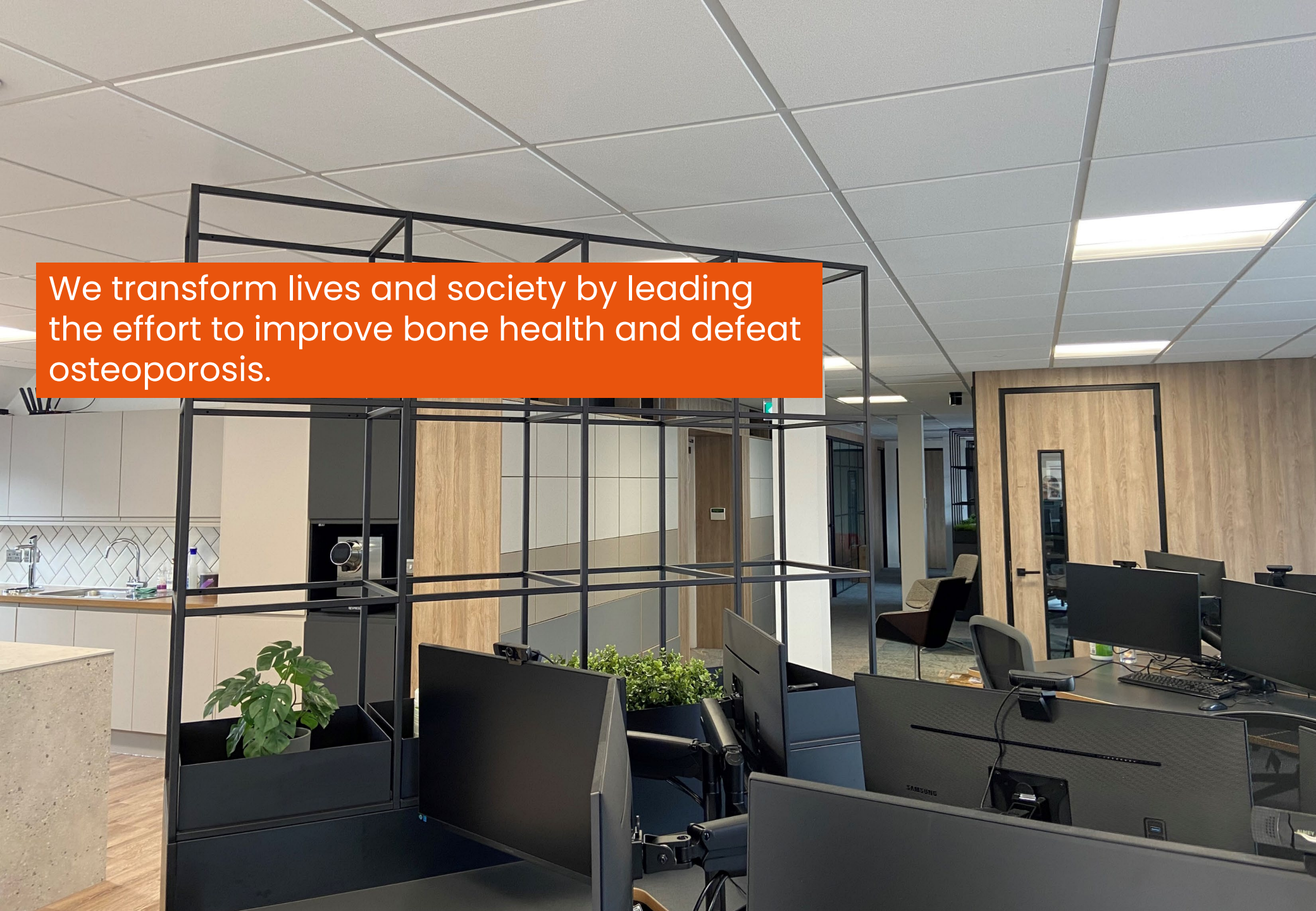
Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Wednesday 24 April 2024**.

\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

## **GDPR personal data notice**

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

A modern office interior featuring glass-walled cubicles and desks with multiple computer monitors. The ceiling has recessed lighting, and a kitchen area is visible in the background. An orange text box is overlaid on the left side of the image.

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