

Recruitment Pack

December 2023

Health Information Content Creator

Letter from Jazzmin Huber, Health Information Manager

Dear Applicant

Thank you for your interest in the Health Information Content Creator position at the ROS, a key role in driving our vision of creating a comprehensive digital medication support programme that is user led, engaging, evidenced and accessible to as broad a range of people as possible.

Osteoporosis affects 3.5 million people in the UK and if left untreated, the broken bones it causes can have life changing impact. However, osteoporosis has one of the lowest rates of treatment adherence of any condition. The medication support programme is an exciting new project to support and empower people to start and stay on their osteoporosis medication and live well with their condition.

This role sits within the Clinical Services team and will report into the Health Information Manager. I look forward to working closely with the successful applicant and our external service design agency partner over the 12-month project period to develop and deliver the content for the medication support programme.

Our ideal candidate will be experienced in leading content development and working in an agile way, adapting to changing priorities. They will have a grounding in medical science with proven experience in writing engaging plain English copy to communicate complex health information on digital platforms.

If you enjoy creating high quality content, working collaboratively with colleagues, volunteers and external partners and are disciplined and self-motivated to deliver projects to tight deadlines, then we'd love to hear from you.

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

Best wishes,

*Jazz Huber
Health Information Manager*

Key Role Details

Health Information Content Creator

Fixed Term 12 months, Part Time Hours (up to 26.25 hours per week)

Location: Dependant on your location, you would benefit from the flexibility to either work on a hybrid basis with the expectation to attend our central Bath office, at least 20% of your time each month or remotely if you live some distance from our office.

Salary: up to £39,869 per annum FTE

Benefits including competitive pension, maternity and paternity schemes, holiday entitlement, continuous professional development investment, life assurance, Employee Assistance Programme, Shopping Discounts, Cycle to Work Scheme.

Your Employee Benefits Summary

Key Benefits	Information	
Pension Scheme	The charity operates a Group Personal Pension Scheme from Scottish Widows (7% employer, min 3.5% employee).	
Life Assurance	For employees who contribute to the Pension Scheme, Life Assurance is offered at two x annual salary. In the event of death in the charity's employment the amount is paid to a named beneficiary.	
Sickness Scheme	Up to 2 years' employment	After 2 years' employment
	Up to 15 days will be paid at full basic remuneration on a rolling 12 months' basis.	Full basic remuneration for 3 months reducing to half pay for 3 months on a 12-month rolling basis.
Maternity and Paternity Scheme	All eligible colleagues who have worked for the charity for 26 weeks and over (inclusive of statutory payments), benefit from an enhanced occupational scheme: <ul style="list-style-type: none"> • Paternity - 2 week's full pay • Maternity - 16 weeks full pay + 23 weeks statutory pay 	
Compassionate and Emergency Leave	Paid leave of up to 5 working days paid leave on a 12-month rolling basis to support immediate short-term emergency leave in cases of family bereavement and unforeseen exceptional incidents and emergencies, directly affecting dependents and/or your family members. Subject to the approval of your line manager.	
Annual Leave	January to December	
Annual Leave Entitlement	Employees are entitled to 25 days' annual leave per annum (pro rata for part time employees). This entitlement rises with length of service to a maximum of 30 days (pro rata for part time employees).	
Bank Holidays	The charity recognises the standard public holidays.	
Additional Discretionary Leave	To support us all to recharge at the end of each year, the charity awards up to two discretionary days as part of the charity to shut down between the window of 25 December and 1 January. Depending on how many working days fall within the 'shut down' window, if you are full time, you will need to allow for at least one day of your annual leave allowance to cover the full office closure. For anyone working part time, HR will automatically assess your work schedule and organise what's needed to make all of this happen for you.	
Buying Annual Leave and Rollover	To offer additional flexibility, every year, once you've passed probation, if you'd like to add to your annual leave entitlement, you can by either buy or roll over up to 5 days (pro rata) or a combination of both into the following year. Roll over will be automatic for you and to buy annual leave, look out for the dedicated enrolment window each year to submit your request.	

Additional	Information
Flexible Working	For the charity to be a highly effective organisation, we believe that a degree of flexibility in working practices can not only lead to high performance in roles, but also gives us all greater job satisfaction and an improved work/life balance. With line manager agreement, you can request adhoc flex in your day .
Hybrid Working	Where your role is suitable, we support hybrid working, with at least 20% of your time each month working in the office, the remaining time, you can work from home. See the Hybrid Working Policy .
Training and Development	Comprehensive and accessible training resources are available on demand and through request, with time and funding commitment given to all employees in support of your Continuous Professional Development (CPD).
Employee Assistance Programme (EAP)	Available to employees and immediate family members. Including: <ul style="list-style-type: none"> ✓ Up to eight face to face or telephone counselling sessions (per issue) supporting well-being, family matters etc. ✓ Shopping discounts ✓ Career coaching ✓ Training and development resources
Eye Tests	You can claim for an eye examination every two years and if for the first time you need a new prescription for glasses/contact lenses for sole use of your computer, the charity will contribute to the cost of up to a maximum of £60.
Cycle to Work Scheme	Available once you've passed your probation, this scheme enables you to purchase a bicycle and equipment up to £2500, repayable over 12 months. You can apply via our Benefits and Services hub - Enjoy Benefits .
Benefits and People Services Hub	To find out more details about our benefits with links to services and systems, everything you need in one place - Enjoy Benefits .

Key Links

What we do - <https://theros.org.uk/what-we-do/>

Our Strategy - [ros-breaking-the-silence-strategy-2022.pdf \(windows.net\)](#)

[Royal Osteoporosis Society | New strategy from the ROS intends to finally break the silence on osteoporosis](#)

Financial Accounts - [Annual Reports | ROS \(theros.org.uk\)](#)

Who we are ...

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

Our Strategy - [ros-breaking-the-silence-strategy-2022.pdf \(windows.net\)](#)

BREAKING THE SILENCE

Year Two

This year is about extending the reach our Risk Checker campaign, while building on our record media coverage for osteoporosis. We'll scale up our digital support services to reach more people, while strengthening our offer to healthcare professionals. People from lower-income families will be a special focus, because they face even greater unmet need.



Corporate objectives and measures for 2023

Awareness & Equity



1. We'll **drive the national conversation about bone health** by increasing the value of our media coverage by another **10%** and our digital following by **25%**. We'll ensure at least **10%** of our national coverage appears in the publications popular with people in **lower-income households**.

Prevention & Equity

2. We'll **empower people at higher risk of osteoporosis** by raising the number of completions of our risk checker to **150,000**. We'll show at least **75%** of users took action for their bone health based on their results, while monitoring the number of new diagnoses and people starting treatment. We'll spend more on advertising in areas with the most **lower-income households**.



Influencing Care



3. We'll **strengthen our offer to the professional community**. We'll deliver our **National Conference** and train a new cohort through the Bone Densitometry Course, while starting work on a digital networking platform and our Aspiring Leaders programme.
4. We'll close the care gap by influencing at least **one MSK Region** to include Fracture Liaison Services (FLS) in their strategy, and **three Integrated Care Systems and one Health Board** to submit a case for investment in **universal coverage of FLS**.

Influencing Care



5. We'll hold hearings in the UK Parliament on **DEXA resourcing** and the case for an **National Screening Programme**. We'll continue stepping up engagement in the devolved nations, including holding at least one drop-in event in a devolved legislature.

6. We'll continue our **record investment in research** with our third consecutive grants round – opening the scheme for the first time to innovation projects which can help close the care gap.

Support & Equity

7. We'll **deliver support directly to members of the public** at least **560,000** times and show that at least **75%** of users found the service helped them live better with osteoporosis. **270,000** of those engagements will be through digital, one-to-many channels. We'll show how we've tailored our digital offer to work better for people from **lower-income households**.



Sustainability



8. We'll continue to make **record investment in the professional development of our people** to make sure they're the best at what they do. We'll show we're a great place to work by **raising our employee engagement score**.

9. To diversify our income in the challenging economy **we'll grow our funding lines** outside of legacies to **£1.9m**. We'll attract **900** new supporters and achieve **2%** net growth in our membership.

10. We'll **maintain our strong legacy funding** through inspiring **5%** growth in new pledges of gifts in wills.

Sustainability & Equity

11. We'll make further **improvements to the diversity of our workforce**, while also making our Board and Advocate community more diverse.



ROS Advert

Health Information Content Creator

Part Time (22.5 hours - 26.25 hours per week) | Fixed Term Contract 12 Months | up to £39,869 per annum FTE plus benefits | Location: Hybrid basis or remotely if you live some distance from our office.

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 92% employee engagement rating, which puts us comfortably 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.

We are embarking on an exciting new project to support and empower people to start and stay on their osteoporosis medication and live well with their condition.

We are looking for a Health Information Content Creator to join the Health Information team and lead in developing the content of this new digital programme over 12 months. Working closely with a service design agency and in partnership with external institutions you will create high quality content that is relevant to our users, easily understood, accurate, accessible and based on insights and outputs of user testing.

- Are you confident working in an agile way and adapting to changing priorities?
- Do you have significant experience in writing engaging plain English copy, for a digital platform, to communicate complex health information to a wide range of lay audiences?
- Do you have significant experience of commissioning health resources from third party agencies or designers?

If this is you, and you're looking to join a fantastic organisation and team where you can really make a difference, we'd love to hear from you.

This is a flexible role and we therefore welcome applications for 0.6 – 0.7 (22.5 hours – 26.25 hours) FTE to deliver this 12 month project, due to start in April/May 2024.

Location - In this role, you would benefit from the flexibility of working either on a hybrid basis (with the expectation to attend our central Bath office, at least 20% of your time each month), or working in a fully remote way.

How to apply

To apply, applicants should provide a comprehensive CV, including details of relevant experience and achievements. This should be supplemented by a supporting statement, demonstrating how your skills and experience meet the person specification.

We particularly welcome qualified applicants from ethnic minorities as they are under-represented in the team.

Want to know more? For more details on this exciting role, please download the job pack. **The closing date** is Monday 22 January 2024 (9am). First round interviews will be held on 8/9 February 2024.

For an informal discussion about the role please contact jazzmin.huber@theros.org.uk.

Job Description

HEALTH INFORMATION CONTENT CREATOR

Charity Context

We are embarking on an exciting new project to support and empower people to start and stay on their osteoporosis medication and live well with their condition.

We are looking for a Health Information Content Creator to join the Health Information team and play a key role in developing the content of this new digital programme over 12 months. Our vision is to create a comprehensive digital medication support programme that is user led, engaging, evidenced and accessible to as broad a range of people as possible.

The Role

As the Health Information Content Creator, you will work closely with the Health Information Manager and an external service design agency partner to develop and deliver the content for the medication support programme.

As well as being a strong copy writer with experience of leading the development of public-facing health information, the ideal candidate will have experience and knowledge of working on digital platforms and the needs of digital audiences in accessing health information. You will also have a grounding in medical/science or health – with the necessary skills to build evidence-based content. The successful candidate will need discipline and self-motivation to drive the project forward, while working collaboratively with colleagues, volunteers (both lay and subject expert) and an external service design agency to deliver to agreed timelines.

This hands-on role sits within the Clinical Services team and will report into the Health Information Manager, and be a key member of the medication support project team.

Key Responsibilities

Digital Project

- Responsible for the scoping, writing and editing of all digital content for the medication support programme.
- Develop high quality content that is relevant to our users, easily understood, accurate, accessible and based on insights and outputs of user testing.
- Work with the service design agency, drawing on their user research and journey mapping to inform content development through methods like co-production and engagement.
- Lead on the production and delivery of audio-visual information resources such as videos, graphics and animations – developing scripts and working with external agencies and consultants as needed.
- Follow in-house production processes, recognised quality guidelines and content design principles. This includes following our style guides and tone of voice guidance.
- Use internal and external clinical experts to review and accuracy check the content of the programme.
- Participate in project working group meetings, design workshops throughout the 12 month period – using the service design process to inform content development.

- Work alongside service design agency and in house teams, to research and identify digital tools and resources that could be embedded within the programme.
- Work closely with other institutions to form partnerships and identify opportunities to work with them to embed existing materials into our programme.

Key Relationships – internal / external

- Work collaboratively with healthcare professionals and people with lived experience of osteoporosis to create information that it is relevant, accessible and meets needs.
- Work closely with the Health Information Manager to ensure best practice at all stages of the information production.
- Work collaboratively with the communications and digital teams to deliver the new content.
- Work closely with a service design agency who will be leading the user research, user journey mapping and prototyping process for the project.
- Work closely with a co-production group to develop and adapt content.
- Form key partnerships and manage relationships with institutions who will be contributing to the programme.
- Commission health resources from third party agencies or designers.

Person Specification

Essential Experience

1. A minimum of two years' experience writing engaging plain English copy to communicate complex health information to a wide range of lay audiences.
2. Experience leading the development of accessible health information (including audio-visual content).
3. Researching and writing evidence-based information relating to medical conditions or science subjects.
4. Understanding of developing and iterating health information journeys.
5. Delivering projects to tight deadlines, working collaboratively as part of a team.
6. Working with users to identify needs and develop and adapt content.
7. Commissioning health resources from third party agencies or designers – such as film and animation content.
8. Knowledge and understanding of the charity sector.
9. Establish and maintain partnerships with other institutions and services.

Skills and Abilities

1. Excellent written and verbal communications skills.
2. An excellent understanding of health literacy and development of accessible and health content.
3. Creative flair and a good eye for detail, including experience of proofreading.
4. Good working knowledge of website content management systems, email marketing providers and survey platforms.
5. Good understanding of user experience on digital platforms.
6. Strong organisation and project management skills, able to manage competing priorities and meet tight deadlines.
7. Experience of collaborating and building relationships with wide ranging stakeholders, both internal and external.

8. Confidence working in an agile way and adapting to changing priorities.
9. Good understanding of brand guardianship and the importance of adhering to brand guidelines, including when working with third parties.

Desirable

1. Experience working with a service design agency.
2. A health, medical or science background – degree or experience.

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.

Sample of Images







Organisation Chart

