



**Royal
Osteoporosis
Society**

Better bone health for everybody

JOB DESCRIPTION
Digital Communities Coordinator
Fixed term 24 months

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 | 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 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

Charity Context

Osteoporosis affects 3.5m people in the UK, but it's known as the 'silent disease', because of under-diagnosis, under-treatment and low public awareness. Yet as many people die of fracture-related causes as from lung cancer and diabetes. And we all, even if we don't know it, have our bone health to consider.

The Royal Osteoporosis Society (ROS) has set out an ambitious programme to reposition itself as a key influencer in the health sector. The charity has a 35-year record of delivering high-quality support directly to people living with osteoporosis, with more recent experience of facilitating service improvement in hospitals through our innovative Fracture Liaison Services (FLS) model. We have 20,000 public members and over 1,000 Healthcare Professional (HCP) members.

We have ambitious growth plans, we want to reach more people, helping them live well with osteoporosis and at the same time, extending and diversifying our offer to new communities.

The Role

This role is an exciting opportunity to form part of a team coordinating our digital services, including contributing to two multi-year service development programmes currently underway:

Osteoporosis Connect

Three-year project to build an integrated suite of peer-support opportunities for people living with osteoporosis and fractures in England. This programme includes a strong focus on addressing health inequalities and reaching communities lesser served currently by ROS, such as people living in areas of high deprivation. The suite of resources will include the development of our online/digital peer-support offer, with the Digital Communities Coordinator helping to develop and deliver this, including through supporting our online communities.

Medication Support (Action for Osteoporosis)

Two-year project to develop a digital support pathway to help people living with osteoporosis to make decisions about medication. At present medications which help to increase bone density and reduce the likelihood of fractures have low uptake and adherence rates. A key issue is the lack of support available to people to understand how medication can help them and to weigh up risks and benefits.

Working with a digital service design agency, this programme will develop a digital support offer to be readily available to people following diagnosis or later in their journey, including through NHS services in primary and secondary care. The Digital Communities Coordinator will play a key role in the delivery team to support the development and implementation of this product, which has the potential for huge impact on the lives of people living with osteoporosis.

JOB DESCRIPTION

Digital Communities Coordinator

The Role

Working in the Information and Support Services Team and reporting to the Programme Manager – Service Development, this role is responsible for coordinating and developing our digital support services, including overseeing our online peer-support communities and administrating and supporting new digital support products and services for people living with osteoporosis.

This role will also work closely with colleagues focused on other digital services, with some sharing and cross-over of responsibilities as needed.

Duties and responsibilities

1. Facilitate Online Communities/Support Spaces

- Coordinate and moderate our online communities which enable peer-support to people living with osteoporosis, having an active and positive presence, acting as the voice between the community and the organisation
- Supervise and moderate online events, for example live online Q&As or group peer support sessions. Provide technical support as needed to facilitate these.
- Work effectively with internal colleagues to support the forum, including through escalating issues which require clinical advice and input
- Demonstrate empathy, diplomacy, and sensitivity in interactions with community members
- Manage public debate and ensure a respectful and inclusive environment for all participants and a warm and inclusive atmosphere within our communities.
- Identify safeguarding issues, vulnerable users and data protection issues, escalating to appropriate internal colleagues (like DSL).
- Create and maintain best practice policies and procedures to govern the online peer support spaces.
- Be first point of contact for both community members and volunteers, this includes oversight of direct messages, comments check-in spaces across all channels.

2. Service Improvement, evaluation and user involvement

- Coordinate our digital service products and fora, including improving services and user experience
- This will include gathering data and working alongside our evaluation partners to help evaluate services you support; contributing to/ administering feedback mechanisms (e.g surveys, focus groups, interviews and other engagement techniques)
- Coordinating a focused project, alongside colleagues and experts by experience, to increase the number of users and enhance user experience of our online communities and digital support services, with consideration of how we minimise/mitigate the impact of digital exclusion
- Support with research, basic analysis of data, and use of insights to understand service performance
- Provide regular updates on key metrics and achievements
- Support with the preparation of reports on progress

3. Project and stakeholder coordination

- Help coordinate the delivery of digital services and projects, keeping an eye on project plans and deliverables
- Contribute to identifying risks and issues, and escalate as necessary to support delivery of project milestones
- Facilitate effective communication and collaboration among different teams to support project objectives
- Collaborating with external stakeholders (e.g. digital service design agencies, evaluators, etc) and experts by experience (e.g. volunteers, members) to support programme work
- Working especially closely with colleagues in Volunteering and Public Engagement, help support volunteers who may be involved in online peer support activities with debriefing, guidance and planning training for their involvement
- Work with clinical stakeholders, including colleagues in our helpline team and external clinicians to be gathering feedback to support the development of online services
- Supporting delivery of the Communications elements of the programmes, including contributing to drafting content
- Understand relevant policies, procedures, and regulatory requirements connected with the work programme, including internal policies and regulations such as GDPR, and safeguarding

Person Specification

Essential

Online community coordination

- Experience supporting online communities or support spaces, preferably within a healthcare or charitable organisation
- Experience effectively moderating online discussions, providing support, and fostering a positive and inclusive online community environment

Project support/coordination

- Experience coordinating projects or services (digital experience would be ideal)
- Strong organisational skills with the ability to organise own workload and manage multiple tasks and priorities simultaneously
- Good attention to detail, ensuring accuracy and completeness in tasks and documentation
- Ability to adapt to changing priorities and work effectively in a dynamic and fast-paced environment.
- Good problem-solving skills, with the ability to identify issues and risks, and the confidence to seek support to identify solutions
- Experience collaborating with different people, including internal teams and external partners to support project objectives and deliverables
- Proficiency in Microsoft Office suite (Teams, Word, Excel, PowerPoint)
- Confident operating across a range of diverse digital platforms and systems including platforms such as Canva and mailing systems.
- Some experience working with CRM systems (e.g. managing stakeholder communications, gather feedback, and tracking engagement metrics)
- Knowledge of safeguarding, EDI and GDPR legislation

Interpersonal and Communication Skills:

- Excellent interpersonal skills with a demonstrated ability to build rapport, empathise with others, and foster positive relationships both online and offline
- Strong written and verbal communication skills, with the ability to articulate complex concepts clearly and concisely to diverse audiences
- Experience navigating sensitive or contentious topics with diplomacy, tact, and professionalism, maintaining a respectful and supportive dialogue, ideally within online communities

Values

- Collaborative and supportive style, committed to helping others, both internally and externally, to achieve change and make a difference to the lives of people living with osteoporosis
- Interest in addressing health inequalities and working with seldom heard communities

- Commitment to the values of co-production; striving to get the voice of people living with osteoporosis to be central to the work of our organisation

Desirable

- Experience of healthcare or charitable service provision
- Knowledge and experience working with people with long term health conditions and the importance and function of peer support for long term health conditions
- Experience of working with people with lived experience, especially volunteers

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.