

RECRUITMENT PACK

POLICY OFFICER



**HEART FAILURE
IS TREATABLE**



www.bsh.org.uk



WELCOME

Dear Candidate

Thank you for your interest in becoming an employee of the British Society for Heart Failure. Heart failure is an enormous challenge globally. An estimated 1 million people in the UK have a heart failure diagnosis and a further 400,000 are estimated to be undiagnosed. Furthermore, the prevalence of heart failure is expected to increase significantly over the coming years. Heart failure is poorly understood, and symptoms often go unrecognised, contributing to an increase in early death. Improved awareness, diagnosis and treatment could save thousands of lives each year and improve the quality of life for those living with heart failure.

The British Society for Heart Failure (BSH) was established 29 years ago as a professional society and membership organisation for clinicians and associated professionals in the field of heart failure. Its aim was, and remains, to connect national expertise to improve heart failure. Our focus is on prevention and improving the impact on patients and society. We do this through innovation, education, lobbying, raising awareness and supporting research. The Charity has grown in the past 5 years, trebling in size, raising its profile and building an impressive network of collaborators.

Launched two years ago, 25in25 is a long-term, national collaboration call-to-action, aiming to reduce mortality from heart failure in the year after diagnosis by 25% over 25 years. Recent work includes piloting a new dashboard for early identification of heart failure. Longer-term goals are to lobby for systemic change in collaboration with other thought leaders in the sector, improve heart failure prevention, detection, diagnosis, treatment and patient empowerment; and to drive for data driven policy for those with and at risk of heart failure.

Although our staff team is small, our activity is national, with opportunities for further international collaboration. The work we support has huge impact and the potential of the 25in25 ambition is enormous and could be globally significant. This is an opportunity to join BSH at a pivotal time. There is much to do to build on recent successes and with the launch of our new strategy. If you have the skills and experience we are looking for, and an appetite to support and work for us, we very much look forward to hearing from you.



Carys Barton, Chair of the Board of Trustees

WHO WE ARE AND WHAT WE DO

The British Society for Heart Failure (BSH) is the leading UK charity and membership organisation dedicated to improving care for people living with heart failure. We bring together a multidisciplinary community of healthcare professionals to deliver education, improve practice, and drive better outcomes.

OUR VISION

A future where heart failure is transformed through effective prevention, rapid diagnosis and equitable access to optimal care.

Heart failure is a national priority, supported by strong policies and research and everyone understands it.

We are closer to a 25% reduction in avoidable deaths from heart failure by 2050.

OUR MISSION

We connect national expertise to improve heart failure. Our focus is on prevention and improving the impact on patients and society. We do this through innovation, education, lobbying, raising awareness and supporting research.

OUR PURPOSE

- **Education and Research** – we lead the way in educating doctors, nurses and allied specialists working in hospitals and the community, to improve care for patients with heart failure. Our education work is always based on the best available research and evidence, and we support and promote research activity in multiple ways.
- **Membership** – we have 1,500 professionals from across the clinical community in our membership. We equip healthcare professionals, including those most closely involved in caring for people with heart failure, with up-to-date specialist education and research, whilst providing opportunities for networking and other membership benefits.
- **Awareness** – we are committed to preventing avoidable heart failure deaths and improving the lives of people with heart failure through awareness and early intervention. Together, we can make heart failure a national priority through our work, research and education, with the aim of preserving life, increasing survival and improving quality of life for people living with heart failure. We work with other organisations in the health sector to further this ambition.
- **Influencing change** – through our professional standing, research and strategic engagement activity, we work to educate and inspire policymakers to do more to improve prevention, detection and treatment for heart failure patients. Our intention is to grow the network of heart failure specialists throughout the country so no one in need goes without the care they require.

OUR VALUES

- **Collaborative** – We seek out experts, innovative resources and influence to achieve more, while protecting the unique value we bring as the BSH
- **Evidence-based** – Our work, our policy and our campaigning is grounded in quality research, robust evidence and diverse expert collaboration
- **Inclusive** – We value and empower a diverse, UK-wide multidisciplinary community. From every profession, career stage and nation, we ensure all professionals are supported to drive progress in heart failure

OUR ORGANISATION

We have a small staff team, all based remotely but most of whom regularly convene to co-work in or around London. Further information about our staff team is available [here](#).

We currently have 9 volunteers as Trustees on our Board and over 50 volunteers who are members of our committees and active in supporting us to deliver our mission. The Board oversees all aspects of the BSH's work. Most Trustees are clinical experts working across all aspects of heart failure, elected by our members and committed to ensuring we support people at all stages of their careers. We have several active Committees, covering BSH activities including education; regulatory affairs; and research.

We have now launched our new Strategy for 2026-2030, setting out our organisational purpose and strategic direction through to the end of 2030. The Strategy builds on the progress made over the past 18 months through our Bridging Strategy and the successful induction of our new Chief Executive, who joined us in March 2025. Please find the full strategy [here](#).

The organisation is in good financial shape, with annual revenues of around £1.5m and a healthy balance sheet. Our accounts for the last 5 financial years are available on the Charity Commission website [here](#).

To find out more about the British Society for Heart Failure, please visit our website [here](#).



ROLE PROFILE

Contract:

- Part-time, 21 hours (flexible working pattern over 3-5 days to be agreed)
- Permanent
- Flexible working options available, subject to agreement and business needs
- Salary:
 - £18,000 per annum (FTE £30,000)
- Accountable to: Chief Executive Officer
- Key relationships:
 - BSH Board of Trustees and Policy / Strategy leads
 - BSH committees and members
 - Parliamentarians and policy makers
 - National NHS bodies and decision-makers (e.g. NHSE, clinical networks)
 - Specialist and allied organisations across the heart failure pathway (e.g. British Heart Foundation, HFA and UK societies and NGOs)
 - Industry partners (where appropriate within governance frameworks)

Role Description & Purpose

- The Policy Officer plays a critical and high-profile role in shaping and delivering the British Society for Heart Failure's (BSH) policy agenda.
- The postholder will lead the delivery and review of the BSH Policy Framework and action plan, ensuring the BSH is a visible, credible and influential voice in national discussions and decision making on heart failure. The role will focus on influencing policy, practice and system priorities to improve outcomes for people living with heart failure across the UK.
- Working closely with clinical leaders, MP's, local, regional & national stakeholders and partner organisations, the Policy Officer will identify key opportunities for impact, develop evidence-informed policy positions, and actively contribute to national discourse, including a four nations approach.
- This role requires an individual who can operate effectively with Parliamentarians and other senior stakeholders, translate clinical priorities into system-level policy messages and position BSH as a leading authority in heart failure policy and strategy.

Key Responsibilities

Policy Leadership and Delivery

- Lead the implementation and ongoing development of the BSH Policy Framework and associated action plan
- Identify, prioritise and drive forward key policy areas impacting heart failure care, including (but not limited to):
 - Upstream Focus - Early diagnosis and detection
 - Digital and Data - acceleration of digital innovation in practice

- Model HF MDT Service
- Equitable access – across HF Type, Demographics and Geographic
- Research into Routine – supporting research development and implementation
- Develop clear, evidence-based policy positions, briefings and outputs
- Ensure alignment with BSH strategic priorities and clinical leadership

Influencing and National Engagement

- Act as a key representative for BSH in national policy discussions and stakeholder forums
- Build and maintain relationships with national decision-makers, including:
 - Government MPs and local/regional Policy makers
 - NHS and system leaders
 - Integrated Care System (ICS) stakeholders
 - National clinical and policy networks
- Contribute to consultations, inquiries, and national strategy development processes
- Position BSH as a trusted and authoritative voice in heart failure policy

Partnership and Collaboration

- Develop and maintain strategic relationships with partner organisations, including:
 - National charities (e.g. British Heart Foundation)
 - Professional societies and royal colleges
 - Specialist heart failure and allied organisations
 - Relevant Industry partners
- Identify opportunities for joint policy development, campaigns and advocacy
- Facilitate alignment of messaging across the sector to strengthen collective influence

Policy Development and Outputs

- Produce high-quality policy outputs, including:
 - Policy papers and reports
 - Heart Failure and related health economic data reports
 - Consultation responses
 - Position statements
 - Content for BSH communication channels and web pages
 - Speeches and parliamentary questions
 - Briefings for stakeholders and decision-makers
- Translate complex clinical and service issues into clear, compelling policy narratives
- Support BSH Trustees, committee members and staff team with key messaging and briefing materials

Insight, Intelligence and Impact

- Monitor and analyse the national policy and healthcare landscape relevant to heart failure
- Identify emerging opportunities, risks and priorities for BSH engagement
- Track and evaluate the impact of BSH policy activity

- Use data, evidence and stakeholder insight to inform policy development

Cross-Organisational Support

- Work closely with BSH committees to identify policy priorities and align messaging
- Support wider organisational activity, including education, events and partnerships
- Contribute to communications and campaigns to amplify policy messages

General and Organisational Support

- Contribute to the wider work of the organisation as part of a small, collaborative team
- Support organisational communications and events as required
- Support the effective use and maintenance of the BSH membership systems, events portals and communication platforms as required
- Assist with membership and partner administration and engagement
- Support the delivery of the BSH Strategy and aims
- Maintain accurate records, activity tracking and reporting
- Ensure compliance with organisational processes and governance
- Promote equality, diversity and inclusion across all educational activity
- Undertake any other reasonable duties to support the delivery of BSH objectives

PERSON SPECIFICATION

Part 1: Knowledge and Experience

Essential

- Experience working in a policy, public affairs, healthcare strategy or influencing role
- Demonstrable experience of shaping or contributing to policy development and/or influencing national or system-level agendas
- Strong understanding of the UK healthcare landscape, including NHS structures and decision-making processes
- Experience engaging and building relationships with senior stakeholders
- Experience producing high-quality written outputs (e.g. briefings, reports, consultation responses)
- Ability to analyse complex information and translate it into clear, actionable messages
- Experience managing multiple priorities and delivering work independently

Desirable

- Experience working in a health charity, membership organisation or professional body
- Knowledge of cardiovascular disease, heart failure or long-term conditions
- Experience working with clinicians or clinical networks

- Experience contributing to national consultations or policy campaigns
- Understanding of Integrated Care Systems (ICSs) and population health approaches
- Experience working in partnership with multiple organisations or sectors

Part 2: Skills and Attributes

- Strong strategic thinking, with the ability to identify priorities and opportunities for influence
- Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences
- Confident and credible when engaging with senior stakeholders and national leaders
- Highly organised, with the ability to manage competing priorities and deliver to deadlines
- Proactive and self-motivated, with the ability to work independently in a part-time role
- Strong interpersonal skills, with the ability to build and sustain effective partnerships
- Analytical and evidence-driven approach to policy development
- Politically aware, with sound judgement and sensitivity to context
- Collaborative and team-oriented, with a willingness to contribute across the organisation
- Commitment to improving outcomes for people living with heart failure
- Commitment to equality, diversity and inclusion

HOW TO APPLY

We hope you consider applying for this role. If you would like an informal conversation with us about the appointment, please contact our Marketing and Events Manager (isabella.mcleod@bsh.org.uk) who will be happy to arrange a call.

To apply, please email the following documents to admin@bsh.org.uk including **BSH Education Officer** in the subject field:

- Your CV (no more than three sides of A4), including two referees.
- A supporting statement (no more than two sides of A4) outlining your motivation for applying, confirming that you meet the requirements in Part 1 of the Person Specification and detailing how you meet the criteria in Part 2 of the Person Specification.

PLEASE NOTE THAT CV'S SUBMITTED WITHOUT A SUPPORTING STATEMENT WILL NOT BE CONSIDERED

Closing date: **Monday 12th October 2026 (11.59pm)**

