



General
Osteopathic
Council

Information pack for applicants

Appointment of Senior Engagement and Insight Officer: Communications and Engagement team

- Two-year fixed term contract



Closing date for applications: Midnight Monday 6 December 2021

Online interviews to be held: Monday 13 December 2021



General
Osteopathic
Council

Dear applicant

Thank you for your interest in applying for this 2-year fixed term post of Senior Engagement and Insight Officer, in our small Communications and Engagement team.

The purpose of this pack is to provide you with an understanding of the General Osteopathic Council (GOsC) and the Senior Engagement and Insight Officer role.

The Communications and Engagement team plays a key role in supporting the organisation in helping protect the public and patients, and helping ensure the highest standards in osteopathic practice through:

- successfully delivering its messages to osteopaths, and other key audiences
- increasing our listening to and engagement with our stakeholders including osteopaths and patients
- collecting and sharing insight across the organisation about our audiences

The Senior Engagement and Insight Officer reports to me as the Head of Communications, Engagement and Insight. This is a pivotal role, you will be writing excellent copy, producing content, collecting and sharing insight, as well as managing and developing the GOsC's stakeholder engagement activities, making use of a wide range of channels and methods.

The aim of our engagement is both to maximise our reach to stakeholders and their contribution to the work of the GOsC – so communications are very much 'two-way'. You will be contributing to the delivery of the GOsC's [Communications and Engagement strategy for 2021-24](#).

The GOsC is a small regulator with just 26 staff, so no two days are the same and applicants will need to demonstrate they are flexible and keen to support and help others in all aspects of our work.

For further information about this role, please get in touch with me: Liz Niman, Head of Communications, Engagement and Insight: niman@osteopathy.org.uk or Amanda Chadwick, Human Resources Manager achadwick@osteopathy.org.uk

If you think you fit the bill, please apply by submitting to achadwick@osteopathy.org.uk: [Application Form 1](#), [Application Form 2](#) and an up-to-date CV.

I look forward to hearing from you.

Yours sincerely

Liz Niman

A handwritten signature in blue ink, appearing to read 'Liz Niman', is written over a light blue horizontal line.

Head of Communications, Engagement and Insight
November 2021

Contents

Introduction	4
Senior Engagement and Insight Officer.....	5
About the General Osteopathic Council	6
Competencies required for the role	8
Applying for the post.....	11

Dates

Application closing date is **Midnight on Monday 6 December 2021**.

Note that interviews will be held virtually via video conference on **Monday 13 December 2021**.

Contact

If you have any queries about this role please contact Liz Niman, Head of Communications, Engagement and Insight, lniman@osteopathy.org.uk, or Amanda Chadwick, Human Resources Manager, achadwick@osteopathy.org.uk

Introduction

The General Osteopathic Council (GOsC) is the regulator for osteopathic practice in the UK. Its purpose is to protect the public by ensuring high standards of education, practice and conduct among osteopaths and the integrity of the statutory Register. Osteopaths are required to be registered with the GOsC and there are just over 5,400 osteopaths on the Register today.

The GOsC is also a charity registered in England and Wales (1172749).

The role

We are currently recruiting for a full-time Senior Engagement and Insight Officer on a two-year fixed term contract.

This is a pivotal role that manages and develops the GOsC's stakeholder engagement activities through a wide range of channels and methods. It also contributes to the delivery of the GOsC's Communications and Engagement strategy for 2021-24.

Starting salary is £43,813-£44,990 per annum and there are excellent benefits.

You can read more about the role on page 5 and more about the GOsC on page 6.

Equality, Diversity and Inclusion

We value and promote diversity and are committed to equality of opportunity for all. We believe that for any organisation to be successful, it needs to work with the most talented and diverse people available. We positively encourage applications from people from all communities and backgrounds with a broad range of experience. We will deal with your application fairly and all decisions we make about it will be based on merit and your ability to meet the person specification.

The GOsC is committed to the principles of equality, diversity and inclusiveness.

Senior Engagement and Insight Officer

Main purpose of job

Develop, implement, monitor and evolve stakeholder engagement plans which cover the GOsC's key stakeholders and support delivery of the [GOsC's Communications and Engagement Strategy 2021-24](#).

This includes, under the guidance of the Head of Communications, Engagement and Insight: writing and editing material; engagement planning; seeking, collecting and analysing insight; presenting and reporting on data and insight.

Position within organisation

Reports to the Head of Communications, Engagement and Insight

Benefits

- starting salary of £43,813-£44,990 per annum
- 30 days' annual leave, including three days at Christmas time, plus bank holidays
- buying of annual leave scheme
- volunteering days
- company pension scheme
- single private medical cover
- health assessment tri-annually
- season ticket loan for rail travel
- £250 for osteopathic treatment per annum
- life insurance cover (4x salary)
- employee assistance scheme

The work environment

This role can be primarily home based or office based at Osteopathy House, London, but will include some UK travel. If home-based some attendance at the office will be expected.

Occasional weekend and out-of-hours working may be required as part of this role to attend events, deliver projects and meet deadlines or to support other members of the organisation.

About the General Osteopathic Council

The General Osteopathic Council (GOsC) has a statutory duty to develop and regulate the profession of osteopathy with an overarching function of 'protection of the public'.

The core functions of the GOsC are:

- Assuring the quality of osteopathic education and training for osteopathic students and education providers.
- Registering qualified professionals on an annual basis and ensuring their continuing fitness to practise as osteopaths.
- Setting and promoting high standards of osteopathic practice and conduct.
- Helping patients with concerns about osteopaths and, where necessary, dealing with those concerns and which can result in restrictions or removal of osteopaths from the Register.

In order to fulfil our statutory objectives, the work of the GOsC is guided by our Strategic Plan 2019-24, which sets out our strategic goals and how we plan to implement these:

- **Strategic goal 1:** We will support the osteopathic profession to deliver high quality care, which will protect patients and the public in the context of changes in the dynamic landscape of healthcare.
- **Strategic goal 2:** We will develop our assurance of osteopathic education to produce high quality graduates who are ready to practise.
- **Strategic goal 3:** We will build closer relationships with the public and the profession based on trust and transparency.
- **Strategic goal 4:** We will be an exemplar in modern healthcare regulation – accessible, effective, innovative, agile, proportionate and reflective.

Key principles

The GOsC is committed to conducting all its activities as a regulator and an employer based on the following key principles:

- **Proportionality:** We will ensure that the regulatory burden is no greater than it needs to be to deliver our statutory duty, focusing our resources on areas of risk to public protection and where there is scope to achieve the most in terms of improving standards of osteopathic practice.
- **Fairness:** We will be consistent in the development and application of our policies and procedures in order to ensure fairness, with the aims of promoting equality, valuing diversity and removing any unfair discrimination.

- **Accountability:** We will publicise our actions and decisions, wherever possible, ensuring that the information is clearly explained and easily accessible. We will explain how we have taken our stakeholders' views into consideration in developing policy and in improving our performance. Council will seek to exemplify high standards of governance.
- **Anticipation:** We will monitor trends in healthcare, regulation, osteopathic practice and education, in order to respond effectively to change and to support the osteopathic profession to respond accordingly.
- **Inclusivity:** We will respond to the needs of patients, the public, osteopaths and other stakeholders, taking their views into account in deciding the most effective way to carry out our regulatory functions, and work in partnership with others, where appropriate, to achieve our goals.
- **Efficiency:** We will foster a culture of innovation and continuous improvement, taking steps to benchmark our performance periodically and setting targets to achieve best practice. We will use our resources efficiently, seeking to achieve further efficiencies without compromising the quality of our work.

Competencies required for the role

We will be assessing candidates against the criteria given below.

Competency	Evidence
Strategy, Direction and Purpose	<ul style="list-style-type: none"> • Demonstrable broad understanding of the strategic direction and key priorities of the organisation and where insight and engagement supports the delivery of the direction and priorities. • Proven ability to keep abreast of external events, engagement activities and developments and identify opportunities for continuous improvement. • Demonstrable understanding of the organisation's stakeholders and the relationships they have with the organisation. • Proven ability to share information effectively to inform future organisational strategy and priorities.
Stakeholder engagement	<ul style="list-style-type: none"> • Proven ability to gain insight from and engage with key stakeholders to gain a better understanding of their needs and requirements, recording and disseminating this to relevant people across the organisation. • Proven ability to develop and deliver engaging communication content relevant to stakeholder audiences based on their needs and expectations. • Proven ability to engage with colleagues across the organisation to design and facilitate a programme of engagement with key stakeholders, building on, and informed by, existing plans and activities. • Proven ability to support formal and informal consultation and engagement activities to enable stakeholders to have a say on the issues which affect them. • Demonstrable ability to act as a professional advocate/ambassador for the GOsC, in person and in writing.
Engaging, Influencing and Communicating	<ul style="list-style-type: none"> • Highly developed interpersonal skills with an ability to establish and build excellent face-to-face and remote relationships via a range of media and adapt to a range of audiences. • Proven ability to be a Communications partner with another team and provide feedback to Communications team on insight gained.

Competency	Evidence
	<ul style="list-style-type: none"> • Proven ability to establish and maintain relationships with equivalent postholders in similar organisations and beyond as well as with stakeholders, ensuring insight is brought back into the organisation. • Proven ability to undertake horizon scanning to identify potential issues arising and develop appropriate communication responses. • Proven ability to use a range of communication tools and strategies to raise awareness; and consider how perceptions and behaviours of stakeholders can be influenced and changed.
Quality and Service Delivery	<ul style="list-style-type: none"> • Proven ability to plan, deliver and evaluate communications and engagement activities. • Proven ability to seek to understand what audiences and other stakeholders are looking for and to use that understanding to focus on quality improvement. • Proven ability to plan and prioritise workload responding to conflicting demands whilst maintaining attention to detail. • Proven ability to regularly review existing processes and standards of service to ensure efficiency and effectiveness.
Teamwork	<ul style="list-style-type: none"> • Proven ability to discuss ideas, seek input from team members/others to reach solutions. • Proven ability to deliver clear, concise and constructive feedback and encourage feedback from others. • Proven ability to consult with others across the organisation to gain agreement to priorities and deadlines and deliver on agreements.
Communication specialist skills	<ul style="list-style-type: none"> • Highly developed written communication skills, with the proven ability to write, edit and proofread excellent accurate engaging copy. • Proven ability to proactively identify, research and write useful and engaging content appropriately targeted at a range of audiences and channels on a regular basis, according to need. • Project management of stakeholder engagement projects. • Proven ability to work with market research providers to plan, run and evaluate the success of focus groups or other opinion research methods. • Proven ability to use online survey tools. • Proven ability to deliver engaging presentations to a range of stakeholder audiences.

Activities:

- Proactively identify, research and write engaging content targeted appropriately at relevant key audiences on a regular basis to meet agreed aims and goals.
- Develop engaging communication content relevant to a variety of stakeholder audiences based on their needs, our insight and goals, including highly skilled editing of material to repurpose into different formats.
- Establish, engage and maintain relationships with key internal and external stakeholders to obtain a better understanding of their needs and requirements to help inform GOsC insight gathering and future work, keeping the Head of Communications, Engagement and Insight informed of new insight.
- Support the Senior Digital Communications Officer by feeding into social media planning, assisting with website updates and the creation of digital products where required (this could be through commissioning external agencies).
- With colleagues from across the organisation, design and facilitate a programme of engagement with key stakeholders, building on, and informed by, existing plans and activities.
- Establish and maintain relationships with equivalent postholders within the healthcare and regulation sector and beyond, bringing insight back into the GOsC business.
- Undertake horizon scanning to help identify arising issues of potential interest or concern and propose appropriate communication responses.
- Plan, deliver and evaluate effective communications and engagement activities with a view to suggesting learning points.
- Explore a range of communications tools and strategies to raise awareness of GOsC key messages; and consider how perceptions and behaviours of stakeholders can be influenced and changed.
- Support a variety of formal and informal consultation and engagement activities to help and encourage a full range of stakeholders to have their say on issues that affect them. Providing evaluation of the engagement soon after consultations close or following the engagement activity. To advise on the use of methods for providing insight into the work of the GOsC, whether through polling, focus groups or other quantitative and qualitative approaches.
- To conduct research activities, including where necessary commissioning external agencies to conduct market research work.
- Provide and input into; under the guidance of the Head of Communications, Engagement and Insight; Communications reports and papers and the development of strategies as appropriate.
- Provide support where required to the Communications and Engagement team and engagement advice to the organisation.
- Be the GOsC Communications partner for the Professional Standards team, ensuring insight is fed back to the Head of Communications, Engagement and Insight.

This is not a definitive job description. You may be required to undertake other comparable tasks as are reasonably requested from time to time.

Applying for a post

All applicants are required to complete the following and return to achadwick@osteopathy.org.uk before the closing date:

- [Application Form 1](#)
- [Application Form 2](#)
- an up-to-date CV

Alternative formats of this information pack and the application forms are available on request from Amanda Chadwick by emailing achadwick@osteopathy.org.uk. We must receive your completed application before the closing date. **Late applications will not be accepted.**

The application closing date is Midnight on Monday 6 December 2021.

Your application will be assessed to see whether you have demonstrated the expertise required for the role. **Please ensure that you provide examples against each competency as this evidence will be used to assess your application.**

- If invited to interview, please note that interviews will be held virtually via video conference on **Monday 13 December 2021**.
- Prior to your interview, you will be asked whether you require any 'reasonable adjustments' to be made to facilitate your participation in the process.
- The selection panel will be:
 - Fiona Browne, Director of Education, Standards and Development
 - Liz Niman, Head of Communications, Engagement and Insight
- The panel will ask you questions about your experience and expertise and will also ask specific questions to find out whether you meet the specified competencies. You will also be asked to carry out a short test.
- If you are unsuccessful, you will be notified by the GOsC's Human Resources Manager.
- If, after interview, your application is unsuccessful and you would like feedback, please email Amanda Chadwick, Human Resources Manager, at: achadwick@osteopathy.org.uk.

Dealing with your questions – if you have any queries about your application, please contact Liz Niman, Head of Communications, Engagement and Insight, lniman@osteopathy.org.uk, or Amanda Chadwick, Human Resources Manager, achadwick@osteopathy.org.uk