

JOB DESCRIPTION

Marketing & Brand Lead

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 | No more broken bones. No more broken lives.

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

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Context

The Royal Osteoporosis Society is entering an exciting and ambitious period of growth and transformation. In 2026, the charity celebrates its 40th anniversary; an opportunity to increase visibility, deepen engagement and strengthen our position as the leading voice on bone health and osteoporosis.

At the same time, the ROS has launched a new Income & Engagement strategy focused on growing audiences, increasing impact and building more integrated, audience-centered journeys.

This role will work closely with the Director of Income and Engagement and the Head of Marketing & Communications to translate our strategy into delivery, making sure that our marketing activity is coordinated, effective and measurable.

You will build and deliver operational marketing plans and priorities, working with colleagues across the organisation to make sure activity is audience-led and integrated.

The Role

This role requires an experienced marketing manager with excellent planning and stakeholder management skills.

Key responsibilities will include:

- Building and maintaining a marketing planner / calendar to plan activities across departments and audiences.
- Developing marketing plans to support key marketing activities, including the Great British Bone Check, promoting our health and information services, and income generation.
- Ensuring that all marketing campaigns are data driven, with clear, measurable KPIs and fully evaluated when complete.
- Delivering marketing activity, working with external suppliers as required.
- Evaluating and reporting on marketing activity.

Key Responsibilities

Strategic

- Translate strategic direction into operational marketing plans, priorities and measurable activity with clear KPIs.
- Build strong collaborative relationships across the organisation to enable integrated planning and delivery.

- Contribute to strategic thinking within the Income & Engagement Directorate and Marketing & Communications teams.

Brand

- Embed the ROS brand in all external communications, acting as a brand guardian across marketing activity.
- Ensure ROS's brand, messaging and tone of voice are consistently applied in all marketing outputs.
- Plan and deliver brand awareness activity to help us raise awareness of bone health, the ROS and our work.

Marketing planning

- Develop and plan marketing campaigns, identifying audiences, messaging, channels and tactics in collaboration with the relevant channel owners
- Develop and plan marketing campaigns to:
 - raise awareness of osteoporosis and the Royal Osteoporosis Society, including the promotion of our free online risk checker
 - promote our information and support offer to people living with osteoporosis
 - support income generation, including corporate partnerships, membership and fundraising appeals
 - support other organisational activity (e.g. political campaigns) as required

Campaign delivery

- Project manage the delivery of marketing campaigns, working with colleagues from teams across the organisation to provide matrix management.
- Deliver marketing activity as planned.

Data and insight

- Work with the Head of Marketing & Communications to embed an audience-led approach to all marketing activity.
- Utilise audience insight and data to develop and deliver effective supporter journeys.
- Work with our CRM to ensure marketing campaigns are targeted and activity is captured.

Measurement and evaluation

- Develop achievable, measurable objectives for marketing campaigns.
- Deliver marketing performance reporting.

- Deliver evaluation of marketing campaigns and implement improvements as required.

Budget management

- Allocate and manage project budgets as delegated by the Head of Marketing & Communications.

Stakeholder management

- Work with colleagues in Marketing, Communications, Media, Fundraising and Services, Influencing & Innovation to understand strategic objectives and deliver supporting marketing activity.
- Prioritise where necessary and communicate effectively regarding decision-making and processes.
- Work with external agencies and stakeholders as required, providing clear direction and building effective working relationships.

Additional

- Support with cover for media and communications colleagues during annual leave periods

Person Specification

Essential

1. Experience of marketing planning and project management.
2. Experience of brand marketing and management
3. Experience translating strategy into operational plans and delivery.
4. Strong stakeholder management and relationship-building skills.
5. Strong planning, prioritisation and organisational skills.
6. Strong project management skills, including leading cross-functional project teams to deliver.
7. Experience using audience insight and data to inform decision-making.
8. Experience of managing project budgets effectively
9. Experience working with a CRM

Desirable

1. Experience of working in a charity or purpose-led organisation
2. Knowledge and understanding of health or charity sector

The Royal Osteoporosis Society prizes diversity, both in our organisation and across our communities. We have an Equal Opportunities Policy and do 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.