

FODO Group

Appointment of Director of Strategy and Policy

March 2026

Project code: ABTRA2



An introduction to FODO Group

We are FODO Group, the UK's leading association for primary care eye and hearing care providers, as well as the association for eye care providers in Ireland. Whether it's vision or hearing, we champion access, innovation and excellence in community healthcare.

Our members deliver over 18 million eye exams each year and provide vital ear and hearing services to people across the country. Together, we're transforming how care is delivered, from high streets to homes, clinics to communities.

Now is a critical moment for eye and hearing care. With rising demand and growing pressure on hospitals, community services are more vital than ever. New technology and care models mean more can be done closer to home, and by investing in integrated, accessible care, we can improve outcomes, tackle inequalities and futureproof our healthcare systems.

Our Purpose

To support, champion and shape the future of eye and hearing care in the UK and eye care in Ireland. We do this by:

- Empowering individual professionals and providers through expert guidance, legal support and specialist insurance.
- Influencing national policy and working closely with governments, the NHS and other health providers, and care partners for the benefit of patients, professionals and the public.
- Pushing for integrated, accessible, and equitable services that put people first.

At FODO Group, we believe good vision and hearing are the foundations of healthy, independent lives—and we're on a mission to make sure no one is left behind.



Director of Strategy and Policy

FODO Group is now looking for a dynamic leader to join as our next Director of Strategy and Policy. A critical leadership role on the Executive Team, the Director will be capable of stepping up to provide strategic leadership to the Group at this moment of significant change and challenge in healthcare.

As Director of Strategy and Policy, you will play a pivotal role in shaping the Group's strategic direction and policy priorities, working closely with the Director of Policy & Regulation to ensure policy development and regulatory engagement support the Group's wider strategic objectives. Working closely with our members to understand the key issues, your work will focus on influencing national health and eye care policy across the UK and Ireland in response, developing relationships with key stakeholders, and ensuring our strategic priorities are advanced at all levels.

The role will work in close partnership with the recently appointed Director of Policy & Regulation, ensuring the Group's policy development, regulatory engagement and strategic priorities are aligned and delivered effectively.

Key Responsibilities

- Shape and oversee the development and delivery of evidence-based strategic policies, working closely with the Director of Policy & Regulation, ensuring alignment with the organisation's mission and the needs of its members.
- Establish, promote, and maintain relationships with government bodies, health regulators, parliamentarians, and other key influencers to align strategic objectives and maximise the impact of the organisations that sit within the Group.
- Raise the profile of sight and hearing loss, so policymakers recognise it as the major and growing public health challenge that it is.
- As a member of the Executive, to take collective responsibility for the delivery of our strategy and good governance as an organisation.
- Work closely with clinical experts to ensure policy initiatives are informed by frontline experience and expert advice.
- Continue to develop, promote and lead the delivery of FODO's strategic goals.



Job Description

Leadership

- As a member of the Executive, share collective responsibility for making FODO Group a high-performing, and inclusive organisation and act as a role model for colleagues.
- To provide visible, inclusive leadership and direction to the Strategy and Policy team and the wider organisation, delivering strong staff engagement and effective, supportive performance management.
- To lead effective directorate planning, aligned with the strategic plans, and put in place and ensure robust monitoring of effective risk management for all aspects of the directorate's operations.
- To keep abreast of legislation, policy and other changes, ensure that the Board and Executive Team are advised, and lead any operational changes that result.
- To contribute to the implementation of the Group's strategies and contribute to effective leadership and performance management.
- To play an active role in the corporate governance of FODO, supporting the Chief Executive, Executive Team, and Board in good decision making and effective accountability.
- To engage with members and other external stakeholders, acting as an ambassador for FODO, and building effective relationships and influencing across the healthcare sector.
- Promote and comply with FODO policies including equality, diversity and inclusion in the delivery of services and treatment of others.



Job Description, continued

Functional responsibilities

- To lead the research and analysis required to inform the development of corporate strategy and implementation plans.
- To ensure that the work of the department is delivered at pace and in a dynamic fashion.
- To ensure that FODO Group leads professional best practice by identifying, testing and supporting the implementation of innovative and inclusive approaches that promote safe, effective and person-centred care.
- To proactively horizon scan across the health and social care sector and other disciplines, anticipating the impact of future changes in regulation and the health and care environment to inform our future strategy, corporate plans and policy.
- To influence senior colleagues within FODO and partner agencies in the development of future strategies.
- To lead on strategies to use data and intelligence from within FODO and across the external environment, to inform and manage regulatory risks and policy, and drive innovation.
- To set strategic direction for policy development, working closely with the Director of Policy & Regulation to ensure a robust and responsive policy framework.
- To provide capacity and capability for responding at pace to a wide range of strategic policy issues and act as an advisor to the Chief Executive and Board.
- To work closely with colleagues across FODO to inform internal learning and external influence.
- To support the management of FODO Group's relationships with the Department for Health and Social Care, Professional Standards Authority, and other key strategic external partners across the UK and Ireland ensuring appropriate engagement and influence.
- Lead the development of the Group's long-term strategic priorities across eye care and audiology.
- Ensure policy, regulatory engagement and member services align with the Group's strategic direction.



Person Specification

The successful candidate will be a dynamic leader, bringing all or most of the following:

Knowledge and experience:

- Proven track record of strategy development and shaping and influencing policy at a senior level in the Civil Service, NHS or public policy unit.
- Leadership experience, with demonstrated intellectual ability to manage cross-functional policy developments, reconcile differing policy perspectives, deliver policy goals and projects and contribute at senior executive and board level.
- Experience of leading, developing, and motivating teams to deliver strong performance.
- Experience of anticipating and responding to dynamic external events to maximise relevance of our work and influence.
- Knowledge of the issues in health and social care, or the ability to quickly grasp and establish expertise in these areas.
- Experience of working with public healthcare bodies including the NHS, Department of Health and Social Care, and other governmental bodies.

Skills and abilities

- Strong analytical and strategic thinking skills, with the ability to translate complex issues into clear policy positions.
- Excellent communication and influencing skills, with the ability to effectively engage senior stakeholders across governments, healthcare providers, regulators and professional bodies.
- Ability to build inclusive team and organisational culture and be a role model for an inclusive culture.
- Commitment to improving access, quality and outcomes in healthcare, particularly in community settings.
- Ability to work independently, make sound judgements, and respond to fast-changing external environments.
- Commercially aware and financially astute, with the ability to build a commercial culture in the team and across the Group.
- Strong personal integrity, able to uphold our Group behaviours in line with good corporate governance.
- Intellectually able and resilient, with excellent interpersonal and communication skills, with emotional intelligence and empathy.
- Politically astute and consultative, with excellent judgement, common sense and diplomacy and willingness to take and implement tough decisions when necessary.



Terms of Appointment

The Director of Strategy and Policy is a permanent, full-time executive appointment based in London, with flexible and hybrid working arrangements available. Reporting directly to the Chief Executive, the role offers a competitive salary aligned to experience and the seniority of the position.

The organisation provides a comprehensive benefits package, including generous employer pension contributions and annual leave entitlement of 25 days plus public holidays. Further executive benefits, including life assurance and additional provisions, are currently being finalised and will be confirmed with the successful candidate.



How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to FODO on this appointment.

Candidates should apply for this role through our website at roles.saxbam.com using code **ABTRA2**.

Click on the 'apply' button and follow the instructions to upload:

- a CV
- cover letter
- complete the online equal opportunities monitoring* form

The closing date for applications is **noon on Monday 20 April**.

**The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.



