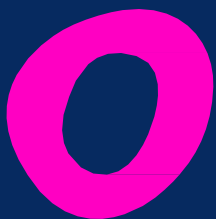




APPOINTMENT OF CHIEF EXECUTIVE

May 2026

Reference: ABNXB



**ROYAL
OSTEOPOROSIS
SOCIETY**

Better bone health for everybody

Saxton
Bampfylde

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INTRODUCTION FROM THE CHAIR

Dear Candidate,

Thank you for your interest in the Chief Executive role at the Royal Osteoporosis Society (ROS). This is a rare opportunity to drive meaningful societal change and to improve, and save, tens of thousands of lives.

We're the only UK charity solely dedicated to osteoporosis, and we're proud to have shaped many of the NHS's standards for care. As the natural convenor of clinicians, scientists and 22,000 public members, we're uniquely placed to lead progress on a condition that affects millions and demands urgent attention as our population ages. You will read in the following pages how our influence and reach have grown significantly over recent years, helping to raise the profile of osteoporosis and drive policy change, but there is much more to do to change lives at scale.

Why does this matter? Because we're at a critical inflection point. With major media campaigns under our belt, groundbreaking policy wins, and more people than ever engaging with our services, we're poised to transform the bone health landscape. But to seize this momentum, we need an outstanding leader to take the charity to the next level and create the future people need – No more broken bones, no more broken lives.

Half of women aged over 50 will suffer broken bones (fractures) due to osteoporosis, as well as a fifth of men of similar age. Fractures are one of the gravest causes of healthy years lost to disability and premature death. Safe, effective medications exist, but the vast majority of the 3.5m people who need therapy are being overlooked for treatment, resulting in many thousands of preventable fractures, including life-threatening hip fractures.

Put simply, this disease is one of the most urgent threats to healthy ageing.

Despite the need, the reality is stark: we still have just over £1 to spend per person with osteoporosis. Two-thirds of those living with the condition are missing treatment. One in four receive a diagnosis only after three or more fractures. These are unacceptable figures, and they are solvable.

This is a leadership role in every sense: shaping strategy, inspiring teams, and acting as a powerful ambassador for our cause. It's also a career-defining opportunity - one where your skills can directly change the trajectory of public health in this country.

If you're ready to lead a movement for change around bone health, then we want to hear from you.



Professor Neil Gittoes
Chair of the Board
of Trustees

STAND UP
FOR
BETTER
BONE
HEALTH

A stylized graphic of a human spine is positioned on the right side of the page. The vertebrae are represented by light blue, rounded shapes, and the intervertebral discs are shown as thin, horizontal lines. The spine curves slightly, following the natural S-curve of the human back.

OUR IMPACT & THE CHALLENGE AHEAD

Joining as our new CEO, you'll be stepping into an organisation that's already moving the needle on policy change and public understanding of bone health. And we're only just getting started.

Our impact is real and growing. Since launching our online risk checker with the support of Her Majesty the Queen, over 520,000 people have used the tool, and 71,000 have gone on to receive an early diagnosis. Through high-profile campaigns like War on Osteoporosis in the Mail on Sunday and Better Bones in the Sunday Express, we've taken a once-silent condition into the national conversation. These media partnerships have helped secure a cross-party commitment to roll out early diagnosis services to every area by 2030, a shift that will prevent 74,000 fractures and save the lives of 8,000 people in just five years.

We're currently in crucial talks with the UK Government about the need for that important policy, which has been enshrined in the 10 Year Plan, to be translated into a delivery plan. The influencing skills of our CEO will continue to be critical here, so we can make sure that policy intent is turned into an actionable roll-out plan that can change and save lives.

Even when that roll-out plan is in place, we won't be slowing down. Our research team is building the case for the world's first national screening programme for osteoporosis.

We've had success in growing and diversifying our income – and we're hungry for more. The

charity's overall income is up by 49% since the start of 2020, reaching an annual turnover of £6.5m. This growth has been powered by increasing member numbers, digital fundraising, big Trust wins and new corporate partnerships. We've just launched The Great British Bone Check, our boldest public-facing campaign yet, with support from Mumsnet and David Lloyd Clubs. And we've just refreshed our brand identity to reflect who we are now: ambitious, outward-facing, and unafraid to campaign.

The need for our work has never been greater. As more people are getting an early diagnosis, unprecedented numbers of people are turning to us for support: unique website users have doubled to 1.3m since 2023. Webinars on medication support have reached tens of thousands within weeks of launch, while our medication support programme, BoneMed Online, is a great example of how digital one-to-many services can scale up our impact.

There's much more to do. The new CEO will join at a critical time as we review recent progress and start work to develop our new strategy.

We've got the momentum. We've got the evidence. Now we need the right leader to help us take the next leap: someone who can grow our reach, influence policy change at the highest levels, and unlock the income we need to match our ambition.

If that sounds like you, we hope you'll consider joining us.

PROFESSIONAL PROFILE OF THE NEW CEO

This is a role for a persuasive advocate and strategic leader who can operate with impact at the highest levels of government, across all four nations, and within the complex architecture of the NHS.

Osteoporosis has been overlooked for too long, which is why over two million people are missing out on life-saving medication. As a medium-sized charity, we can't service-deliver our way out of that reality. Our next CEO will therefore be someone who can force this issue onto the national agenda, sustain attention amongst policy-makers, and convert political commitments into real-world change across the NHS in all four nations.

They will be a natural leader and communicator: a compelling storyteller who can make osteoporosis impossible to ignore. They will bring the judgement and political acuity to navigate both Westminster and the NHS, and the confidence to challenge where progress stalls. They will know how to create urgency - and how to turn that urgency into action.

They will also understand that movements, not organisations, drive change. As well as taking on the ageism, sexism and fatalism that continue to hold back progress, they will position bone health as central to wider priorities such as healthy ageing, women's health, tackling inequality and advancing social justice. In doing

so, they will create and maintain a community of interest that stretches across the public, private and voluntary sectors.

The CEO will galvanise volunteers, patients and supporters - putting lived experience at the heart of our work and building a powerful, visible constituency that strengthens our influence and holds decision-makers to account.

Credibility with the clinical community is essential. The CEO will be able to translate complex evidence into messages that resonate with the public and policymakers, without ever losing scientific integrity or trust.

They will be forward-looking and intellectually curious, with a strong belief in the transformative potential of artificial intelligence. They will ensure the charity is an early and confident adopter - using AI to enhance services, boost productivity, strengthen fundraising and sharpen our influencing, all while managing risks responsibly and maintaining public trust.

Above all, the new CEO will be a strategic leader with the courage to take considered risks, the instinct to seize moments, and the ability to build a high-performing, values-driven organisation united behind a clear and ambitious mission.

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.

OUR 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 condition in ways that best meet their needs

JOB DESCRIPTION

Role profile

The Chief Executive Officer (CEO) is responsible for the overall leadership, performance and impact of the Royal Osteoporosis Society, working in partnership with the Board to advance the charity's mission and maximise its impact for people affected by osteoporosis across the United Kingdom.

The CEO provides strategic leadership to the organisation, ensuring it delivers its objectives effectively, operates sustainably and maintains a strong reputation as the most trusted and influential national voice on bone health.

The role carries a clear mandate for growth - strengthening further the charity's policy influence, expanding its resources and income, and significantly increasing public engagement around bone health and osteoporosis.

The CEO will mobilise and motivate a broad community around the charity's mission, engaging staff, volunteers, supporters, clinicians, researchers, Governments, politicians and partners to create energy, momentum and collective action to improve bone health across the four nations.

Headline accountabilities

The CEO will:

- Provide strategic leadership to grow the charity's impact, influence and income, ensuring resources match ambition
- Act as a visible and compelling champion for ROS with funders, partners and supporters, helping to unlock significant individual, philanthropic, corporate and partnership income
- Ensure the organisation operates with strong governance, financial resilience and a high performing, values-driven culture

Strategic Leadership

- Lead the development and delivery of the charity's strategy, working with the Board to set ambitious priorities that advance the organisation's mission and maximise impact.
- Drive the continued growth and development of the organisation, strengthening its influence, expanding its reach and building the resources required to achieve long-term impact.
- Position the charity as the leading national voice on bone health, influencing policy and practice by building strong relationships with government, the NHS and health systems across the four nations, clinicians, researchers and partner organisations.
- Provide thought leadership on osteoporosis and fracture prevention, helping to shape national conversations on bone health, prevention and healthy ageing.
- Ensure the organisation anticipates and responds effectively to developments in healthcare, research, public policy and the voluntary sector across the UK.
- Ensure the organisation's strategy and priorities are clearly communicated and understood across staff, volunteers, members, supporters and stakeholders.

Delivering Impact

- Ensure the charity delivers meaningful and measurable impact for people affected by osteoporosis across the UK.
- Oversee the development and delivery of programmes, campaigns, services and policy initiatives that advance the charity's strategic objectives across the four nations.
- Champion the use of evidence, research and lived experience to inform the charity's work and strengthen its credibility.
- Ensure the charity is recognised as a trusted source of high-quality, evidence-based information and leadership in bone health.
- Lead the development of sustainable income streams, including fundraising, partnerships and other sources of revenue to support long-term impact and growth.

Organisational Leadership

- Provide inspiring leadership to the organisation, creating a high-performing, inclusive and values-led culture aligned with the charity's mission.
- Champion excellent employee engagement and build a diverse organisation founded on inclusion, respect and equal opportunity.
- Lead and develop the Senior Leadership Team to deliver the charity's strategic objectives and ensure effective organisational performance.
- Foster a culture of high performance alongside strong learning and development, ensuring staff and volunteers are supported to grow, innovate and continuously improve.
- Role model the charity's values in leadership behaviour and organisational practice.
- Act as the charity's principal public spokesperson and representative, building its profile and reputation through engagement with media, stakeholders and national partners.
- Work closely with the charity's President, Patrons and Ambassadors to maximise their support for the charity's mission.
- Build and sustain a vibrant community around the charity's work by engaging volunteers, supporters, clinicians and advocates who act in the charity's name to advance its mission.
- Foster a sense of shared purpose across the organisation's wider community, ensuring those connected to the charity feel empowered to contribute to its goals and impact.

Finance, Governance & Risk

- Ensure the effective stewardship of the charity's financial resources and long-term financial sustainability.
- Maintain robust systems of governance, risk management and regulatory compliance.
- Work in partnership with the Chair and Board to ensure effective governance and strategic oversight of the organisation.
- Provide trustees with timely and accurate information to support sound decision-making.

PERSON SPECIFICATION

Essential

- Significant senior leadership experience within a complex organisation
- A strong track record of strategic leadership, organisational growth and delivery
- Experience working effectively with Boards and governance structures
- The ability to influence policy and build partnerships at senior level across sectors
- Strong communication skills and credibility as a public and media spokesperson
- Ability to grasp medical issues quickly and maintain credibility with clinicians
- Experience overseeing organisational finances and resources
- A track record of developing high-performing teams and building inclusive organisational cultures
- The ability to inspire and mobilise volunteers, supporters and partners around a shared mission
- The ability to communicate complex health issues in ways that make them relatable and compelling to the public, stakeholders and policymakers, generating energy and engagement around the cause
- Experience leading organisations through change and growth
- Political awareness and understanding of the health and voluntary sectors

Desirable

- Senior leadership experience within the charity or voluntary sector
- Proven understanding of healthcare systems and policy environments across England, Scotland, Wales and Northern Ireland
- Experience working with national health systems, clinical communities or health research organisations

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.

**NO MORE
BREAKS
OUT OF
THE BLUE**



THE TEAM

We're proud to have a committed, highly engaged workforce of 68 staff.

In our 2025 employee survey, 91% of employees said they were proud to work for the charity (compared to a charity sector benchmark of 92%) and 79% would recommend working for the charity (compared to a charity sector benchmark of 78%). Co-created with our employees, we're proud to live our Values – which are Collaboration, Boldness, Integrity and Focus - in everything we do, while working together to make this a great place to work as part of our rolling 'You Said, Together We're Doing' activities.

ROS holds a twice-yearly all-staff conference to bring our teams together to hear from sector-leading speakers, share key project successes and hear from people with lived experience of the condition. Recent guest speakers include Sir Michael Marmot and Dame Julia Unwin.

We also benefit from an excellent Board of Trustees with 11 members from a range of backgrounds, including clinical experts, charity and commercial leaders.

As a team, we were delighted to be named Best Medium-Sized Charity by Third Sector Magazine in 2023, as well as winning the Financial Excellence and Best Marketing Campaign awards.

TERMS OF APPOINTMENT

Reports to: Board of Trustees via the Chair.

Salary: Competitive.

Nature of contract: Full time, permanent (hours 37.5 hours Monday to Friday).

Base: Depending on distance, the role will be either fully remote with occasional travel to the Bath office (around once per quarter), or hybrid for those based nearby.

Key benefits:

- Pension scheme - Scottish Widows pension with 10% employer contribution, minimum 5% employee contribution.
- Life Assurance - for employees contributing to the Pension Scheme.
- Enhanced Sickness Scheme.
- Maternity and Paternity Scheme.
- Compassionate and emergency leave.
- Annual leave - 30 days per annum + bank holidays
- Buying/selling annual leave and rollover up to five days to the following year.
- Time off in lieu and flexible working - with ability to request ad hoc flex in your day.
- Training and development opportunities.
- Employee Assistance Programme.
- Health Cash Plan Scheme – giving access to claim back on a range of health-related services.
- Free will writing.
- Cycle to Work Scheme.
- Charity discounts
- Benefits and People Services Hub

HOW TO APPLY

ROS are committed to fostering an inclusive and diverse environment, encouraging applications from individuals of all backgrounds. We are dedicated to a welcoming and supportive application process and employment.

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Royal Osteoporosis Society on this appointment.

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

Click on the 'apply' button and follow the instructions to upload a CV and cover letter (not exceeding two pages) and complete the online equal opportunities monitoring* form.

The closing date for applications is **noon on Monday 15 June 2026**.

* 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.

- [Read our guide to writing cover letters](#)

Find Out More About The Royal Osteoporosis Society

For more about our work, please visit: www.theros.org.uk

Royal Osteoporosis Society is the UK's largest national charity dedicated to improving bone health and beating osteoporosis. And we're here for everyone. We equip people with practical information and support to take action on their bone health.

Working with healthcare professionals and policymakers, we're influencing and shaping policy and practice at every level. We're driving the research and development of new treatments, to beat osteoporosis together.



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