



Setting Standards for  
Retirement Communities

# Job Pack

Head of Communications and Policy  
Communications and Policy Manager

The Associated Retirement Community Operators (ARCO) is the main body representing the retirement community sector in the UK.

<b>Job title:</b>	<b>Head of Communications and Policy Communications and Policy Manager (depending on experience)</b>
<b>Salary:</b>	Head of Communications and Policy: £45-60k p.a. Communications and Policy Manager: £35-45k p.a. (depending on experience)
<b>Type:</b>	Permanent
<b>Hours per week:</b>	Full time
<b>Location:</b>	London (Tooting)
<b>Start date:</b>	As soon as possible
<b>Accountable to:</b>	Executive Director / Head of Operations (depending on role)

## Introduction

An ageing population. The housing crisis. Our health and social care systems under intense pressure.

We work hard to solve all of these issues – at the same time.

Our vision is that all older people have the option to live in high quality retirement communities in their later years. Retirement communities maintain independence, foster friendships and ease loneliness – they create positive outcomes for older people and their families. They also provide a benefit to our public services, free housing for all generations, and make a huge contribution to our health and social care economy. And guess what? Residents love them too, as evidenced by satisfaction surveys. If that's not something worth getting enthused about, what is?!

## The retirement community sector

Housing-with-care communities are about more than bricks and mortar, and are also about more than just care. It's about buying or renting high quality housing, with a safety net of services to go along with it. Still not sure what it is? You are not alone, and communicating a clear vision of what our sector provides is one of the key challenges of this role.

The sector is still in its infancy in the UK – only 0.5% of over 65s live in a retirement community providing housing, care and support to older people. If we were to reach only half the levels seen in other countries with more mature markets, we'd need to build around 250,000 homes by 2030. And spend £60billion along the way, so the opportunities are huge, and we need your input to make it happen.

## ARCO

We are a small team but we get things done, because everyone mucks in. If you have a passion for hierarchy, legacy systems and an unwavering belief in never questioning the status quo – this role is probably not for you.

ARCO is now five years old, but we're actually pretty grown up – with five members of staff (including you), a network of more than 30 operating members and 50 affiliates, we provide sector-leading insight, conferences and influence (our members describe us as "punching well above their weight").

Our members are a combination of private companies, charities and housing associations – what unites us is a joint commitment to providing choice, enabling independence and delivering high-quality housing and services for older people. In the UK, sector regulation and legislation for retirement communities is still in its infancy. We believe that over time, regulation and legislation for our sector will (and needs to) develop. Therefore, ARCO has put in place its own Consumer Code, designed to drive up standards and consumer confidence. This represents an excellent starting point for future retirement community regulation in the UK.

Of course, this also means that we need to engage with a wide network of stakeholders, including central government, local government, advocacy organisations, regulators and the media. And that is where you come in – see 'the role' for more information!

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**For more information on some of what we've done in the past year, please see our Annual Review 2017 online at: [www.arcouk.org](http://www.arcouk.org)**

**The role** In this role, you will be making a difference today. But the real impact of your work will be measured by whether the retirement community sector will have reached its potential in 10, 20 and even 50 years' time – currently, we are busy laying the foundations to redefine the future of housing, care and support for our ageing population.

So we want your experience, we want your intelligence, and we want your enthusiasm for the work we do. You will lead our policy and communications work, playing a key role in both defining ARCO's public messaging, and communicating our positions to government and wider stakeholders at national and local level. This will also include extending our programme of commissioned research, relaunching our website, and engaging with the consumer press to increase awareness of the retirement community model.

Our new Head of Communications & Policy or Communications & Policy Manager (depending on experience) will be a senior member of the team. Our sector and work is flexible, and it can be challenging to respond to policy developments while keeping up with our planned work. That's why you'll be organised, a self-starter and definitely a finisher, keeping yourself and our policy work on track. But you won't be on your own – you will work closely with ARCO's Executive Director, Policy & Communication Assistant, and the rest of the Executive Team, our Chair and Vice-Chair and comms and policy colleagues within our member organisations, as well as external consultants and our network of political contacts.

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**Purpose of the role** The overall objective of appointing a Head of Communications & Policy / Communications & Policy Manager will be to formulate and represent ARCO's policy positions to key policymakers and stakeholders, and to communicate key messages to consumers and professional audiences alike. ARCO's main offices are based in Tooting, which acts as a hub for ARCO staff who are frequently out of the office at events and meetings in central London or at locations across the UK.

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## Key tasks of the role

### 1. Communication

- a. Cultivate contacts and represent ARCO at conferences, roundtables, stakeholder meetings and events.
- b. Develop, manage and implement ARCO's communication strategy
- c. Contribute to and manage of ARCO's internal communication work, including member e-newsletters and print products such as our annual review.
- d. Manage ARCO's external communications, including website, social media, press releases and media queries and the marketing for our external events (e.g., our annual conference).
- e. Raise visibility of the concept of retirement communities in the mainstream media.
- f. Project manage the redevelopment of ARCO's website.
- g. Plan and manage research projects delivered by external partners such as think tanks, to underpin our influencing work.
- h. Work with the rest of the Executive Team to plan and deliver ARCO's annual conference and other major events.

### 2. Policy and regulation

- a. Identify emerging policy and regulatory risks and trends that might affect the sector, and highlight these to members.
- b. Identify opportunities for inserting housing-with-care into the policy debate.
- c. Formulate responses to consultations from relevant agencies.
- d. Produce written materials and position statements, including parliamentary briefings.
- e. Attend and contribute to meetings with policymakers, regulators and other stakeholders, representing the interests of ARCO and its members.
- f. Own and project manage ARCO's engagement strategy with MPs, peers and wider stakeholders.
- g. Monitor policy and political research.
- h. Develop and maintain contacts with other representative bodies in the sector, and contribute to sector-wide initiatives in health, housing and social care.

### 3. Other tasks and requirements

- a. To support any other key ARCO projects or priorities as may arise, along with the rest of the Executive Team.
- b. To manage the Policy & Communications Assistant.
- c. To be willing to travel during the course of your duties with possible overnight stays away from home.
- d. To undertake any other duties commensurate with the purpose and remit of the post.

## Person Specification

<b>Education</b>	
Educated to undergraduate degree level	<b>Essential</b>
Masters degree in relevant field	<b>Desirable</b>
Willingness to undertake training and continuing professional development	<b>Essential</b>
<b>Experience</b>	
Track record of distilling complex information into tailored messages suitable for a range of audiences	<b>Essential</b>
Demonstrable track-record devising and managing effective public policy and media campaigns	<b>Essential</b>
Experience formulating policy positions in a complex policy environment	<b>Essential</b>
Experience managing an effective influencing programme with politicians, peers and stakeholders	<b>Desirable</b>
Practical experience of using email and social marketing tools (including analytics) to engage with external audiences	<b>Essential</b>
Experience developing contacts with media, and selling-in news stories to the press	<b>Desirable</b>
Experience of conducting research (both qualitative and quantitative) and understanding of research principles	<b>Desirable</b>
<b>Abilities and competencies</b>	
Confident public speaker with excellent verbal communication skills	<b>Essential</b>
Excellent written communication skills	<b>Essential</b>
Ability to form and maintain productive working relationships with a wide variety of people	<b>Essential</b>
Analytical skills including numerical competence	<b>Essential</b>
Ability to work to a fast-pace and manage multiple workloads	<b>Essential</b>
Highly organised with strong project management and planning skills, and attention to detail	<b>Essential</b>
Sound knowledge of at least one of the following policy areas: housing, social care, or health policy	<b>Essential</b>
Ability to use a range of IT products (Word, Excel, Powerpoint etc)	<b>Essential</b>
Understanding the political context in which ARCO campaigns and the constraints and opportunities this offers	<b>Desirable</b>
<b>Other requirements</b>	
Knowledge of national and local government and the mechanisms that can be used to influence change	<b>Essential</b>
Willingness to work flexibly, including to tight timescales and with minimal supervision	<b>Essential</b>
Commitment to the principles of equal opportunities and diversity	<b>Essential</b>
A genuine interest in policy work in the health, social care and housing field	<b>Essential</b>
Being comfortable working in a small team, supporting others flexibly across a variety of functions	<b>Essential</b>
Experience with WordPress and Mailchimp	<b>Desirable</b>

## How to apply

Please apply with the following:

- A succinct covering letter detailing why you are interested in this position and clearly explaining how you meet the criteria outlined in the job description and person specification.
- A short CV (maximum of 2 pages), which should clearly outline any relevant experience to date.

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### Closing date

Please note that the closing date for applications is 12noon on 8 January 2018.

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### Send application

Please send your application to **info@arcouk.org**

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We will conduct screening interviews in the week commencing 8 January. Candidates progressing to the next round will be asked to complete online assessments and successful candidates will be invited for an interview/presentation in the week commencing 15 January.

***Please note we will not be able to give feedback to every applicant, but we will endeavour to provide feedback to every candidate we invite to interview.***



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### Associated Retirement Community Operators (ARCO)

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**Email:** info@arcouk.org

**Twitter:** @ARCOTweets

For more information on ARCO, visit:

**www.arcouk.org**