



Setting Standards for
Retirement Communities

Job Pack

Communications Officer / Communications Manager

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

Job title:	Communications Officer / Communications Manager (title dependent on experience)
Salary:	£30-32k PA (full time) or £30-40k PA (pro rata, part time)
Type:	Initially Fixed Term until 31 August 2019 with the possibility of extension
Hours per week:	21 – 35 with flexible hours to be agreed
Location:	London (Tooting) – but some home working welcome
Start date:	As soon as available
Accountable to:	Head of Policy & Communications

Thank you for clicking through for more information.

This is an amazing role that will give you the opportunity to show what you can really do. Working with our dynamic team, you'll build an effective range of skills that will supercharge your CV. We're not looking for someone who can do everything already, but someone with a lot of potential, who is motivated, proactive and eager to grow.

We look forward to meeting you!

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 for all older people to 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 up housing for all generations, and make a huge contribution to our health and social care economy. And residents love them, as evidenced by satisfaction surveys. If that's not something worth getting involved in, what is?!

The Retirement Community sector

Retirement Communities are about more than bricks and mortar – and are also about more than 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 – communicating a clear vision of what our sector provides is one of the key challenges ARCO is currently engaging with.

The sector is still in its infancy in the UK – only 0.5% of over 65s live in a Retirement Community. 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, which is our vision.

Doing so will require spending £60 billion along the way, so the opportunities are huge, and we need your input to make it happen.

About you

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, your intelligence, and your enthusiasm for the work we do.

We need someone who shares our passion for improving the lives of older people.

We need someone who is a team player, adaptable, energetic, resourceful, and collaborative, who is keen to take responsibility, continually develop, and consistently deliver to a high standard.

We need someone with exceptional communication skills – capable of writing with flair for a variety of different audiences, someone who can tell a story in a compelling way and who can bring complex arguments to life.

You will need to be able to grasp the complex interplay of policy relating to our sector and to understand how proposals impact on our members, so that you can help strengthen not just our media

and digital channels but also our public affairs and thought leadership activities.

You will be confident dealing with journalists and social media, and understand how to maximise our coverage and impact. You will be adept at working with our members' communications teams, engaging in media monitoring and supporting on events.

You will be self-motivated to achieve, and enjoy exceeding expectations. You will have resilience, creativity, imagination, the ability to think things through and communicate your ideas.

This role is for someone who wants to do something really worthwhile, who wants to make things happen and be part of something big and meaningful.

We know that the right candidate has an exciting career ahead of them and will want to grow and develop their skills and experience in their time with us. We are highly committed to supporting your development and recognise that after a few years you may grow out of this role and take on a new role at ARCO or elsewhere. In doing so you will have delivered a huge amount for our sector and helped to make ARCO even more successful.

Purpose of the role

To support ARCO in raising our profile, impact and influence, and to help ARCO deliver on its objectives.

With a particular focus on media and digital, this role will support all of our communications, thought leadership and public affairs activities.

Benefits of the role

- 25 holiday days per year (pro rata), excluding bank holidays and other times the office may be closed.
- Employer pension contribution.
- Flexible working hours.
- Opportunities for training and personal development.

About us

We are a small team but we get things done, because everyone mucks in. As a small team we all have the chance to experience and be involved in all aspects of the organisation's work. If you have a passion for hierarchy, legacy systems and an unwavering belief in never questioning the status quo – this role is not for you.

ARCO is six years old, but we're pretty grown up – with eight members of staff (including you), a network of 30+ operating members and 70+ affiliates, we provide sector-leading insight, events, 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 older

people's wellbeing; providing choice, enabling independence, and delivering high-quality housing and services. 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, while working with our current members and affiliates and recruiting new ones – we keep busy!

Key tasks of the role

- Playing a key role in the delivery of ARCO's communications function, including preparing press releases, web content, social media activity, newsletters, briefings and letters, and conducting research on health, housing, and social care.
- Playing a key role in the delivery of ARCO's policy function, including researching and preparing consultation responses, preparing briefing notes for stakeholders, and planning and delivering public engagement campaigns.
- Delivering aspects of ARCO's PR strategy through contact with journalists, media monitoring and liaison with member PR teams.
- Providing communications support for ARCO's events programme.
- Supporting ARCO's public affairs and policy activities including meetings with political and policy stakeholders.
- Supporting the delivery of ARCO's Vision 2030. This Vision and its components form the basis of ARCO's activities for the coming years. All ARCO team members are required to undertake any reasonable activities which will assist in the delivery of this Vision.
- Supporting the wider team with the delivery of membership functions to member organisations as may be required from time to time.

The team you'll be working with



Michael Voges
Executive Director

As Executive Director, Michael is in charge of overseeing the delivery of ARCO's strategy on a day-to-day basis. Michael has worked with ARCO since its formation in 2012. He successfully led Cordis Bright's work on providing the ARCO Secretariat until July 2013, and was appointed as ARCO's first Executive Director in August 2013.

Michael was a public sector consultant for 6 years, having previously worked as a journalist. He holds a BA in Social and Political Sciences from Cambridge University, and an MSc in Comparative Social Policy from Oxford University.



Ellie Pyemont
Head of Operations & Membership

Ellie joins ARCO in January 2019 as Head of Operations & Membership. Ellie will be ensuring the continued effective running of ARCO and developing our membership, sponsors and affiliates programmes.

Ellie has a background in organisational and business development, and digital services delivery. Ellie has a Masters from Warwick Business School and a first degree in Modern and Medieval Languages from Cambridge University.



Shandi Petersen
Head of Operations

Currently Head of Ops, Shandi is shifting into a new role focused on ARCO's Vision 2030 priorities, and in particular leads on our standards programme, ARCO Analytics, and ARCO Academy. Shandi has worked with ARCO in a variety of roles since 2012.

Shandi is a social psychologist who has worked across health, social care, and education in the UK and abroad. She holds a BA in Psychology from the University of Calgary and an MSc in Social Psychology from the University of Helsinki.



Gareth Lyon
Head of Policy & Communications

As Head of Policy & Communications, Gareth leads on ARCO's engagement with key decision makers and influencers, developing our thought leadership on behalf of the sector and the day to day management of our communications channels. Gareth joined ARCO in May 2018.

Gareth has worked in all aspects of policy and communications for over 13 years in a range of sectors including health, social care, education, science and technology. He has also served as a local councillor for over 10 years with particular experience in planning and community. He has a degree in History and Politics from Oxford University.

Person Specification

Education	
Degree educated	Essential
Commitment to continuing professional development	Essential
Experience & Skills	
Self-motivated and pro-active with a high level of accountability	Essential
Ability to work to a fast-pace and manage multiple workloads	Essential
Highly organised with strong planning skills	Essential
Excellent attention to detail	Essential
Excellent verbal and written communication skills	Essential
Ability to think creatively and flexibly	Essential
Analytical skills including numerical competence	Essential
Proficiency with Microsoft Office	Essential
Willingness to work flexibly and to tight timescales	Essential
Being comfortable in a small team, working in a variety of roles	Essential
Ability to work with stakeholders and build consensus	Essential
Experience of producing external-facing content and copy	Essential
Experience of social media management	Essential
A willingness to engage in the delivery of public affairs functions and policy research	Essential
Background working in health, social care, and/or housing	Desirable
Values-based requirements	
To be committed to the principles of equal opportunities and diversity	Essential
To have a genuine interest in the health, social care, and housing field	Essential
To have a genuine interest in promoting the wellbeing of older people	Essential
To be committed to being an ambassador for ARCO's mission and vision	Essential

This information will be used as part of the shortlisting process.

How to apply

Please apply with the following:

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

Please note that the closing date for applications is at **noon Friday 7 December 2018**.

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

- Shortlisted candidates will be asked to complete an initial online assessment on 10-11 December and participate in a phone interview on 12 December. Successful candidates will be invited for an interview/presentation on 14 or 17 December.

Our preference is for the successful candidate to start as soon as possible, although we are willing to adjust timescales depending on notice periods and availability.

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.



Associated Retirement Community Operators (ARCO)

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Trident Business Centre, 89 Bickersteth Road
Tooting, London, SW17 9SH

Email: info@arcouk.org

Twitter: @ARCOtweets

For more information on ARCO, visit:

www.arcouk.org