



Setting Standards for
Retirement Communities

Job Pack

Policy and Communications Manager

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

Job title:	Policy and Communications Manager
Salary:	£34,700 - £40,300 per annum (depending on experience) pro rata if part time
Type:	Permanent
Hours:	Full time (37.5 hrs per week) or substantial part-time
Location:	The role is based in London with flexible working
Start date:	As soon as possible
Accountable to:	Director of Policy and Communications

Benefits of the role

- 25 holiday days per year (pro rata if part time), exclusive of bank holidays and any other time the office may be closed.
- Employer pension contributions
- Flexible working available (you should expect to be in London 3 days per week)
- Opportunities for training and personal development

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 Integrated Retirement Communities in their later years.

Integrated 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.

Most importantly - residents love them, as evidenced by satisfaction surveys.

The Integrated Retirement Community (IRC) sector

IRCs are about more than bricks and mortar – and are also about more than care. They are 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 engaged in.

The sector is still in its infancy in the UK – only 0.6% of over 65s live in an IRC. 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.

The good news is that the sector is finally getting the attention it deserves – from policy makers who have clocked that building new IRCs is a necessity and not optional, from investors who are attracted by the strong ESG credentials of the sector and by customers whose number is increasing by the day.

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 not for you.

ARCO is ten years old, but we're actually pretty grown up – with ten members of staff (including you), a network of c. 40 Members and Accelerators, and over 100 Commercial Partners and Affiliates, we provide sector-leading insight, events, and influence (our members describe us as “punching well above our weight”).

Our members are a combination of private companies, charities, and housing associations – what unites us is a joint commitment to older people's well-being, providing choice, enabling independence, and delivering high-quality housing and services.

In the UK, sector regulation and legislation for integrated retirement communities is still in its infancy. We believe that over time, regulation and legislation for our sector will (and needs to) develop. This is why ARCO and its members have put in place a Consumer Code, designed to drive up standards and consumer confidence and provide a springboard for future regulation of the sector.

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.

For more information on some of what we've done in the past year, please click [here](#) to see our Annual Review 2022. Click [here](#) for our recent Policy reports.

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 IRC 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.

You will be an essential part of the Policy and Communications team, happy to turn your attention to a wide range of tasks, whether briefing a journalist, organising a report launch, liaising with an MP, analysing a government consultation document or building a buzz around our sector on social media.

This is a rare opportunity to develop your skills right across the breadth of PR, policy, public affairs and influencing.

So, you will need to be flexible, organised and a self-starter, as well as persistent, creative and an excellent communicator.

Key duties and responsibilities

1. Supporting ARCO's work to shape the future of government policy toward housing-with-care:

- Engaging ARCO public affairs stakeholders inside and outside government
- Crafting briefings for ARCO staff and other stakeholders
- Representing ARCO at working groups, roundtables and conferences
- Spotting and using opportunities to raise ARCO's public profile and our voice heard in the policymaking process

2. Driving ARCO's public profile and PR activities through:

- Spotting opportunities for coverage of ARCO
- Drafting press releases, articles and blogs
- Building relationships with journalists
- Managing ARCO's social media channels
- Overseeing ARCO's media monitoring services

3. Supporting ARCO's policy function through:

- Undertaking desktop policy analysis and research on key policy areas relevant to ARCO
- Drafting and preparing ARCO policy reports and thought leadership
- Researching, coordinating and drafting responses to government consultations

4. Contributing to ARCO's membership services and support, including:

- Informing members about policy developments and changes
- Drafting bulletins and newsletters for ARCO, Members and Stakeholders
- Participating as necessary in industry-level groups

5. Other tasks and requirements:

- Supporting the delivery of ARCO's annual conference and other key events
- Undertaking any other duties commensurate with the purpose and remit of the post.

Person Specification

Education	
Educated to undergraduate degree level (or equivalent work experience)	Essential
Master's degree in relevant field (or equivalent work experience)	Desirable
Willingness to undertake training and continuing professional development	Essential
Experience	
Three years' experience working in a policy, public affairs or external communications role	Essential
Experience in health, social care, and/or housing	Desirable
Experience in budget management	Desirable
Experience in project and process management	Essential
Experience in a membership organisation	Desirable
Experience in managing social media channels	Desirable
Abilities and competencies	
Able to form and maintain productive working relationships with a wide variety of people within different organisations	Essential
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 project management and planning skills, and attention to detail	Essential
Excellent verbal and written communication skills	Essential
Ability to think creatively and flexibly	Essential
Analytical skills including numerical competence	Essential
Advanced proficiency with Microsoft Office suite	Essential
Other requirements	
Willingness to work flexibly, including to tight timescales and with minimal supervision	Essential
Being comfortable working in a small team, supporting others across a variety of functions	Essential
Having a genuine interest in the health, social care, and housing field	Essential
Being committed to equality, diversity and inclusion	Essential
Has the right to work in the UK	Essential

How to apply

ARCO is not able to offer visa sponsorship and therefore all applicants for this role must have the right to work in the UK. We request no contact from agencies. To apply please send your CV (maximum 2 sides A4) and a cover letter addressing how you meet the essential criteria for this role (maximum one side A4) to **recruitment@arcouk.org** by **4pm on 31 March 2023**. Any queries regarding the role should also be sent only to this email address.

Application process and timetable:

Closing date for applications:	4pm on 31 March 2023
First round interviews (video call):	11-13 April 2023
Second round interviews (in person):	w/c 17 April 2023

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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For more information on ARCO, visit:

www.arcouk.org