



Recruitment pack

Public Affairs & Communications Manager

A message from our Chief Executive

Thank you so much for taking the time to find out more about ARMA. I am very proud to lead this organisation.

Over **20 million people** live with musculoskeletal (MSK) conditions in the UK.

ARMA brings together patient charities, professional bodies, research organisations and industry partners to work together for better MSK treatment, care and support.

We want people to get the right treatment in the right place at the right time. We engage with public policy makers, politicians and senior clinical leaders to achieve our vision of **better MSK health for everyone.**

As a member of the ARMA team you can help us to influence policy and improve the services millions of people experience each year. You can also make a wide ranging contribution to the development of us as a charity and Alliance. This role will offer lots of opportunity for personal and professional development.

We have a great deal to get done, but why and how we do it matters too. We are proud to be an inclusive and diverse organisation that makes a positive impact on tackling inequalities. Our values and guiding principles are important to us and steer us along the right path.

If you feel you could help us on our mission, I strongly encourage you to apply and look forward to reading your application. Please apply early, as we may close the vacancy once we receive a sufficient number of strong applications.

A handwritten signature in black ink, reading 'Adrian Bradley', is positioned to the left of the Chief Executive's portrait.

Adrian Bradley
Chief Executive
Arthritis and Musculoskeletal Alliance



Who we are

The Arthritis and Musculoskeletal Alliance is the UK umbrella body for MSK health. We bring together patient charities, professional bodies and research groups. We work as one voice to improve lives for the 20 million people living with MSK conditions.

What we do

Convene

We bring people and organisations together. We create spaces for them to connect, share learning, and find common ground.

Collaborate

We work together to share ideas and solutions. By combining our strengths, we make progress that no single organisation could achieve alone.

Campaign

We make the case for MSK health with government, the NHS and other policy makers. We champion policies that improve prevention, early diagnosis, timely intervention, and fair access to care for everyone.

What we stand for

Neighbourhood MSK support

Help close to home, designed with and for local people.

Prevention first

Support to stay active, eat well, and keep bones, joints, and muscles healthy at every age.

Early, joined up care

Fast access to the right person first time across GPs, AHPs, pharmacists, MSK practitioners, mental health, social care, and community support.

Rehabilitation that works

Practical exercise and self-management offers in accessible, non-clinical settings.

Fair access for all

Reduce gaps and variation by income, place, ethnicity, age, and disability.

Measure what matters

Use outcomes people value such as pain, function, wellbeing, being able to do the things that matters to us, and quality of life.



Better MSK health is about more than treatment. It is about people, places and possibilities. Together we can help everyone live well, move freely and stay active throughout life. Let's unite to create a shared national ambition to improve the lives of millions of people.



Why ARMA matters

MSK conditions affect over 20 million people in the UK and how we move, work, care, and take part in our communities. Good MSK health reduces pain, builds independence and supports work and wellbeing. Everyone deserves the chance to live without unnecessary pain and stay active throughout our lives.

When we act together, change happens faster and reaches more people.



1 in 4

GP appointments are for MSK conditions



Each year MSK conditions cost the NHS

£5bn



30m

working days are lost each year to MSK conditions

Our future plans

We will publish our new strategy in early 2026 to set out our ambition and priorities for better MSK care and health.

We will advocate for MSK across the health system and push for greater recognition and government support for MSK health.

We will act as the conduit for members to speak with a collective voice on the most important issues in MSK health.

We will amplify the voice of our members and support their influencing campaigns.

Our ambitions

Make MSK a national priority

MSK health embedded in plans, funding, and targets.

Every neighbourhood has an MSK offer

Early support, simple routes in, co-ordinated care and strong local partnerships.

Prevention is part of everyday life

From schools to workplaces to later life.

Rehab you can actually use

Accessible programmes in community settings people trust.

Patient voice

Care centred around our lived experience and what matters to us.

Fairer outcomes

Focus on inclusion and closing the gap between places and groups.

A stronger MSK community

Members working together on shared goals and shared measures.



Our values

The A,B,C, D of how we think and act.

Ambitious

For what we can achieve together.

Bold

Willing to speak truth to power.

Compassionate

Putting people and communities first.

Determined

Persistent in pursuit of change.

Our guiding principles

-  **Person centred care.**
-  **Tackling health inequalities.**
-  **Collaboration and collective action.**
-  **Independence from vested interests.**
-  **MSK health for happier lives.**

Working for ARMA

We are a small but influential charity.

We have a strong, diverse and expert board of ten trustees.

Our staff team comprises the CEO and Public Affairs and Communications Manager, and freelancers who manage our finance, IT, web management and administration support. . We also deploy freelancers for specific projects.

If you join us you will have exposure to all aspects of our work, as well as leading on communications and on specific policy areas.

You will also be working closely with colleagues in our 40 member organisations. There will also be contact with other stakeholders in the sector including staff at NHS England, NHS Wales, other health charities, and with politicians, advisers and policy makers.

ARMA has no offices so you will be home based. Most of our meetings are online, a few are face to face, mostly in London. There may be some conferences or away days. Above all, you need the ability to remain motivated and be effective in a home working environment. Your home location must be within the UK.

This role is part time and the CEO will agree your working pattern with you.

There may be opportunities for additional hours in future, which we will discuss with you if they arise.



About the role

Job purpose

To lead ARMA's communications and public affairs, supporting the CEO on policy influencing and working collaboratively with members and external stakeholders to deliver our strategy.

Key responsibilities

Develop and implement ARMA's influencing and political engagement plans.

Build relationships with key stakeholders, including members, politicians, government departments, advisers and clinical leaders.

Monitor research, policy and legislative developments affecting MSK health.

Draft briefings, consultation responses, letters, and parliamentary correspondence.

Represent ARMA at meetings, roundtables, and political events.

Chair and manage meetings and webinars with the policy, public affairs and communications leads of member organisations and others.

Lead and co-ordinate the annual Bone and Joint Week campaign activity and the combined efforts of member organisations.

Develop and manage campaigns and external communications that promote the work of ARMA and our members, including social media channels, our monthly newsletter and website.

Assist the CEO in policy and public affairs work and support the wider delivery of our strategy and operational plan, as required.



About you – essential

Skills and abilities

Excellent written and verbal communication skills, including drafting briefings, consultation responses and digital content.

Strong analytical skills and ability to interpret policy, research and legislative changes.

Ability to build effective relationships with ARMA members, stakeholders, MPs/Ms/MSPs/MLAs and officials, and confidently represent ARMA at meetings and events.

Strong organisational and project management skills, including coordinating multi-partner activities and managing competing deadlines.

Ability to chair and facilitate multi-organisation meetings and work effectively both independently and as part of a team.

Ability to collaborate, resolve disagreements and reach consensus.

Strong IT skills, including Microsoft Office, and confidence using online meeting platforms.

Experience

Experience in a communications, public affairs or policy role.

Experience drafting policy or political materials and producing content for organisational communications.

Experience delivering or supporting campaigns and working collaboratively with external partners or networks.

Knowledge & understanding

Understanding of UK political processes, health policy and how to effect change.

Personal qualities

Commitment to ARMA's vision and values.

Credible and professional with senior stakeholders.

Flexible, proactive, and willing to work occasionally outside office hours.

Suitable and secure home working environment.

About you – desirable

Skills

Ability to lead political engagement with parliaments or governments.

Ability to coordinate national campaigns or awareness events.

Skills in developing or contributing to communication strategies.

Ability to use Twitter/X and LinkedIn for influencing and engagement.

Ability to use content management systems.

Experience

Experience working in a membership organisation or alliance.

Knowledge & understanding

Strong understanding of MSK policy, NHS structures and current priorities.

Understanding of issues affecting people with MSK or other long term conditions.

Salary and benefits

Salary

£42,000 – £45,000 pro-rata plus small homeworking allowance.

Hours

17.5 hours each week.

Annual leave

25 days annual leave (pro-rata = 12.5 days) plus bank holidays. You will also receive three extra days leave between Christmas and New Year.

Benefits

5% employer contribution pension scheme.

We encourage our staff to maintain a healthy work life balance, so offer flexible working hours to help achieve that.

We will support your learning and development with a personal budget.

We will offer in-house coaching and chances to learn from peers in the Alliance.

Application process

Application

Please apply via Charity Job uploading your CV and a covering letter highlighting your motivation for the post and how your skills and experience meet the criteria for the role (no more than 400 words).

The closing date is 9.00am on Monday 12 January 2026.

Selection

Applications will be assessed against the role requirements and person specification. Those most closely matching our requirements will be invited to take part in an online interview.

Interviews via MS Teams are currently scheduled for 20 January 2026.

We thank all applicants for taking the time to apply, however, due to the anticipated high number of applications, we will only contact shortlisted candidates. If you do not hear from us within three weeks of the closing date, you should assume your application has not been successful.

Checks and references

If you are successful, we will ask you to provide the contact details of two organisations that can supply an employment reference; one of which must be your current/most recent employer. We aim to have all references in place before you commence employment with us.

You are required to provide evidence of your right to work in the UK. If called for an interview, you will be advised of the documents that you will need to provide, which, if you are offered employment, will be checked to ensure ARMA complies with current legislation.





Our current members

Arthritis Action, Arthritis UK, BackCare, British Association of Sports & Exercise Medicine, British Association of Sport Rehabilitators, British Chiropractic Association, British Dietetic Association, British Orthopaedic Association, British Society of Physical & Rehabilitation Medicine, Chartered Society of Physiotherapy, CCAA Kids with Arthritis, Cornwall Arthritis Trust, Ehlers Danlos Support UK, Faculty of Sport and Exercise Medicine (UK), Fibromyalgia Action UK, Hypermobility Syndrome Association, Institute of Osteopathy, Lupus UK, McTimoney Chiropractic Association, Musculoskeletal Association of Chartered Physiotherapists, National Axial Spondyloarthritis Society, National Rheumatoid Arthritis Society, National Spine Network, Orthopaedic Research UK, Physiotherapy Pain Association, Primary Care Rheumatology Musculoskeletal Medicine Society, Psoriasis Association, Rheumatology Pharmacists UK, Royal College of Chiropractors, Royal Osteoporosis Society, Scleroderma and Raynaud's UK, Society of Musculoskeletal Medicine, The Society of Sports Therapists, UK Gout Society.

Our associate members

Apos Health, getUBetter, Good Boost, National Orthopaedic Alliance, PhysioFast Online, UCB.

Reasons to join us

This is an exciting role in an important and dynamic charity supporting a broad and diverse Alliance of prestigious organisations.

We hope you will choose us as your next career move.



Join an important cause.



Work closely with sector leaders.



Shape influential campaigns.



Join an agile, ambitious team.



Make a difference.

Better MSK health for everyone.

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Follow: @WeAreARMA

Registered Charity in England and Wales: No 1108851

