



## Role and Person Specification for Regional Engagement Officer Role

Job Role:	Regional Optical Committee Engagement Officer
Location:	North Wales (BCUHB)
Contract:	Fixed Term (2 years)
Hours:	Part-time
	1 day/ week (7.5 hours)
Reporting jointly to:	ROC Chair and Optometry Wales CEO
Salary:	Competitive ( <i>Based on NHS Wales Band 8A</i> )

### Job Description:

- To attend and support the North Wales Regional Optical Committee meetings
- To support the Regional Optical Committee members in attending meetings with BCUHB and maintain good working relationships and effective communication channels between the ROC and Health Board
- To provide advice/support to Committee members who represent the ROC at meetings with the LHB including Liaison group meetings, Eye Care Collaborative Groups etc.
- To work alongside the ROC Chair and Optometry Wales CEO to address issues or concerns raised by contractors and performers in the region
- To visit all optometry practices within the region on an annual basis to receive feedback on local and national issues, provide support on issues being faced and to encourage attendance at ROC meetings
- To regularly link with the Optometry Collaborative Leads across the Region to provide advice and support, share best practice and discuss issues as they arise
- To work with contractors across the Region in order to maximise the amount of NHS funding spent on NHS optometry services each year and to identify any obstacles to the successful delivery of those services
- To work with contractors across the Region to ensure engagement with the roll-out of any new services or requirements
- To work as a member of the Optometry Wales team to ensure consistency of approach and application throughout Wales
- To be engaged, together with the other members of the OW team, in developing briefings for contractors in relation to specific services' delivery to improve

awareness, delivery and solutions for overcoming obstacles

- To be engaged, together with the other members of the OW team in developing briefings and position papers on optometry issues (including those to support contract negotiations); creating support materials for Optometry Collaborative leads; communication/PR & media relations including relationships with MSs/MPs: maintain contacts with other professional bodies/organisations; supporting development of the Optometry Wales website and the preparation of Board and Council reports.
- To deputise for other members of the Optometry Wales team as required and to undertake any other tasks as reasonably requested
- With reasonable notice, to undertake broader duties of the Optometry Wales team, where temporary cover for this is required in the event of absence or peak workload

### **Application Process:**

Apply by email to [Judy.Misra@optometrywales.com](mailto:Judy.Misra@optometrywales.com) including CV and covering letter detailing why you are interested in the role by **4 November 2024**.

## **Person Specification:**

### **Essential Criteria**

- Optometrist registered with GOC
- Registered on the performers list in Wales
- Current or recent experience practising as an optometrist providing WGOS 1 and 2 within North Wales (since Contract Reform introduced)
- Ability to travel across the region (and if required across Wales), possess a current UK driving licence
- Experience of networking and relationship building;
- Knowledge of Optometry Contract Reform and current issues facing optometry contractors in Wales
- Well-developed, effective, oral and written communication skills
- Happy to balance working as a member of a close-knit team, with independent, remote working as a ROC/OW representative at various contractor and stakeholder group meetings

### **Desirable Criteria**

- Will continue to work at least 1 day a week providing WGOS in Wales (preferably within the Region)
- Has attended ROC meetings recently as either a Committee member or Observer
- Accredited to provide WGOS 3, 4 or 5
- Is currently undertaking an Optometry Collaborative Lead role
- Flexible in working pattern
- Ability to speak Welsh
- Experience of presenting to professional audiences
- Can demonstrate a high level of ability in influencing stakeholders