



OPTOMETRIC ADVISOR – JOB ROLE & PERSON SPECIFICATION

Hours	30 hours/ week
Working Pattern	Monday to Friday Hours can be worked over 4 or 5 days/ week – majority during office hours Attendance at evening meetings (approx. 25 meetings/ year) Occasional weekend working (conferences)
Location	Working from home but with ability to travel across Wales for meetings as required
Start Date	1 January 2026 (2 month overlap with current Clinical Adviser)
Salary	Based on NHS Agenda for Change 8C £62,400 starting salary (£78,000 FTE)
Reporting to	Chief Executive

Job Description:

- Responsible for providing clinical support and advice to the Chief Executive and Optometry Wales Board with specific relation to any proposed contractual changes for eye care in Wales
- Working as deputy to the Chief Executive representing Optometry Wales in meetings with Local Health Boards, Welsh Government and other stakeholders
- Supporting the Chief Executive in the running of the organisation and in the development of the Optometry Wales strategic plan
- Leading on responses to consultations on behalf of Optometry Wales and the profession in Wales including feedback into the revision of WGOS manuals.
- Leading on the Optometry Wales offering on Continuing Professional Development in areas to support the profession in delivery of their contractual requirements.
- To work closely with the Regional Engagement Officer to create support materials for the profession in respect of enabling delivery of the optometry contract in Wales
- To provide support to the Optometry Wales negotiating team.

- To create Optometry Wales position statements and papers as required to support negotiations.
- To support political engagement of Members of Senedd and Members of Parliament across Wales (and the wider UK as required) in respect of increasing awareness of the clinical services provided by primary care optometry
- Maintain contracts and relationships with UK Optical Bodies and wider stakeholders within primary care optometry.
- To represent Optometry Wales working in partnership with Local Health Board Optometric Advisers and the National Clinical Leads at the Clinical Sub Group of the Eye Care Wales Committee (and attending other Sub-Groups of the Eye Care Wales Committee as required)
- To take a leadership role in the introduction of new service developments and initiatives to ensure continuous improvements in the delivery of eye care services for the population of Wales.
- To lead on workforce development at all levels starting from engagement with the Seren programme through to postgraduate qualifications for all optometry professionals in Wales.
- To provide national clinical updates to Regional Optical Committees, the Optometry Wales Council and Board and to work closely in conjunction with the Regional Engagement Officer(s) in respect of local engagement with Local Health Boards.
- To work as a member of the Optometry Wales team to ensure consistency of approach and application throughout Wales.

To Apply:

Please send a CV and cover letter detailing why you are applying for the role to Judy.Misra@optometrywales.com

Closing Date:

31 August 2025

Please feel free to contact either Judy.Misra@optometrywales.com or Sharonbeatty@optometrywales.com to discuss the role informally in advance of any application

Person Specification:

Qualifications/Knowledge:

Essential:

- Optometrist registered with the General Optical Council
- Member of the College of Optometrists
- Detailed knowledge of the WGOS Contract in Wales
- Understanding of optometry regulations
- Registered on the performers list in Wales
- Proficient in the use of Microsoft
- Driving Licence

Desirable:

- Qualified to provide WGOS 3 (Low Vision Services)
- Qualified to provide WGOS 4 (Glaucoma)
- Qualified to provide WGOS 4 (Medical Retina)
- Qualified to provide WGOS 5 (Independent Prescribing)
- Welsh Language to Level 1

Experience:

Essential:

- Recent experience in delivery of WGOS 1 and 2 (since contract reform)
- Experience of clinical governance and quality improvement
- Experience of supporting and developing others to deliver WGOS

Desirable:

- Recent experience in the delivery of WGOS 3, 4 or 5 services in Wales (since contract reform)
- Previous experience of having been an optometry contractor in the UK
- Experience in teaching/ research in Wales
- Experience of clinical management
- Experience of delivering CPD
- Experience of presenting to professional audiences

Other Criteria:

Essential:

- Located in the UK
- Ability to travel across Wales to represent Optometry Wales at meetings with Local Health Boards, Regional Optical Committees, practices or other stakeholders (including political)
- Highly developed interpersonal and communication skills, ability to present to wide groups of people
- Highly developed Relationship Building and Networking skills

- Can demonstrate a high level of ability in influencing stakeholders

Desirable:

- Located in Wales
- Has attended Regional Optical Committee meetings in the last year either as a Committee member or Observer
- Has established relationships with key stakeholders in optometry in Wales