



Role and Person Specification for Regional Engagement Officer Role

Job Role:	Regional Engagement Officer
Location:	All Wales (<i>Majority of the time Remote Working</i>)
Contract:	Permanent
Hours:	Full-time (<i>Monday to Friday, with majority during standard office hours but with regular evening meetings</i>)
Reporting jointly to:	Optometry Wales CEO and the ROC Chairs
Salary:	£58,379 - £67,583 based on experience <i>Equivalent to NHS Wales Band 8a - Band 8b</i>

Job Description:

- To arrange, attend and support the three Wales Regional Optical Committee meetings
- To support Regional Optical Committee members in attending meetings with the seven Local Health Boards within the Regions and maintain good working relationships and effective communication channels between the ROCs and Health Boards
- To provide advice/support to Committee member(s) who represent the ROC at meetings with the LHB(s) including Liaison group meetings, Eye Care Collaborative Groups etc.
- To work alongside the (relevant) ROC Chair and Optometry Wales CEO to address issues or concerns raised by contractors and performers across Wales
- To be a contact for all optometry practices within the regions 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 each of the Regions/ Local Health Board areas to provide advice and support, share best practice and discuss issues as they arise (and escalate as appropriate)

- To support in the delivery of Continued Professional Development at a Regional level and Nationally as required.
- To work with contractors across the Regions 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 and work with the ROC and LHBs in identifying solutions to those barriers as required.
- To work with contractors across the Regions 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 practices on delivering all contractual requirements, creating materials to support Optometry Collaborative leads and in supporting development of the Optometry Wales website and the preparation of Board and Council reports.
- To support in communication/PR & media relations including relationships with MSs/MPs including the attendance as appropriate at political visits across Wales.
- To act as deputy to the Optometry Wales Optometric Advisor (and other members of the Optometry Wales team where appropriate) 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 including CV and covering letter detailing why you are interested in the role by **Thursday 20 August 2026**.

Person Specification:

Essential Criteria

- Based in the UK
- 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 Wales (since Contract Reform introduced)
- Member of the College of Optometrists
- Ability to travel 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

- Resident in Wales
- Will continue to remain on the performers list in Wales
- Has attended ROC meetings recently as either a Committee member or Observer
- Accredited to provide WGOS 3, 4 or 5
- Current or recent experience practising as an optometrist providing WGOS 3, 4 or 5 within Wales (since Contract Reform introduced)
- Has undertaken an Optometry Collaborative Lead role and/ or attended optometry collaboratives in their primary care cluster
- Ability to speak Welsh
- Experience of presenting to professional audiences
- Can demonstrate a high level of ability in influencing stakeholders

