Market Director MSK Services

## Job details

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| Job title: | Market Director MSK Services |
| Department: | NHS MSK |
| Location: | Remote |
| Reporting to:  (job title only) | Managing Director, NHS |
| Direct reports:  (job title only) | * NHS MSK Service Leads/ Heads of Service * National Clinical Lead MSK * NHS MSK Administration Managers |
| Accountable to:  (where applicable) | Managing Director, NHS |
| Responsible to:  (where applicable) | Managing Director, NHS |
| Job purpose: | As a member of the NHS Board, you will be responsible for all NHS MSK services within Vita Health Group and for developing and leading our ambitious growth strategy across MSK Clinical Services and related markets.  You will provide overall leadership to the NHS MSK markets within Vita, with a key focus on operational management, delivery of financial targets and setting commercial / growth strategies. You’ll maintain excellent relationships with CCGs through quality driven proposition and innovation. |
| Role and Responsibilities: | **Strategic Leadership**   * Provide strategic leadership of the NHS MSK leadership team in the pursuit of agreed strategy and objectives * Set the strategy for the NHS MSK business and monitor progress against plans and projections, ensuring that the objectives are achieved as cost effectively and efficiently as possible. * Exhibit strong leadership skills driving change and innovation within NHS MSK Services. * Strong influencer with the ability to build and maintain strategic relationships * Lead the development and implementation of the service strategy identifying opportunities for growing, improving and redesigning services in line with framework agreed with the Directors.   **Service Delivery**   * Direct and manage all operational activities within our MSK portfolio, to facilitate sharing of knowledge and best practice across our services. * Meet business and financial objectives of NHS MSK services * To meet/exceed targets set for NHS MSK services demonstrating a commitment to continuous improvement. * Effectively monitor the performance of existing services identifying opportunities for improvement using metrics/ clear rationale in conjunction with senior management. * Understand the requirements of the existing customers to ensure their needs are met. * To ensure that the programmes and services offered by the company contribute to the company's mission statement and reflect the priorities of the Board * Oversee the planning, implementation, execution and evaluation of special projects * To ensure that the service information systems are up to date and be able to collate, analyse and distribute data input for quality audit and costing purposes. * To be responsible for the production of accurate information with regard to contractual commitments.   **Service Development**   * Support and maintain strong clinical leadership within the company and, in partnership with that clinical leadership, represent the company in negotiations with NHS commissioners, suppliers and other key contacts to secure for it the most effective contract terms to deliver high quality services. * Work to proactively exceed CCG expectations and demonstrate an entrepreneurial mindset in driving innovation and best practice within NHS MSK services. * Manage the tender and bid process for new work opportunities, building and developing relationships with CCGs, and taking the lead in positioning and selling our proposition. * Conduct market research and analysis to create detailed business plans on commercial opportunities, to include expansion, acquisition, and existing business development * Act to acquire new customers and manage ongoing customer relationships. * Build and maintain profitable intermediary partnerships * To identify future resourcing requirements and ensure the service meets its contractual, quality and efficiency requirements and targets e.g. CQUINs. * Ensure that the service has effective arrangements in place for identifying, assessing, reporting and managing risk in line with Care Quality Commission Standards. * Represent the service at Director level and with external local, regional and national agencies including other service providers, patients, lead clinicians, Commissioners and other appropriate agencies on issues relating to service delivery and strategic planning. * To oversee and direct the implementation of the IT strategy for the service.   **Financial Responsibilities**   * Prepare, gain acceptance, and monitor the implementation of the annual budget to ensure that budget targets are met, ensuring the delivery of services for an agreed level of activity at the highest level of service and clinical quality. * Support the process of producing financial targets and budget development and monitoring. * To lead in the development of a financial strategy that will ensure the financial sustainability of the service. * To own and be accountable for a comprehensive balanced budgets in the NHS MSK services. * To liaise with Finance to own the annual budgeting process to ensure timely and integrated financial planning to deliver financial targets within the context of the Service’s clinical and strategic objectives. * Work with the Directors to maximise the services’ financial stability and profitability through the negotiation of service level agreements and contracts with commissioners, providers and through the delivery of internal efficiencies. * Accountability for the NHS MSK services budgets’ ensuring that optimum care is provided with the resources available and that the service achieves its service and financial targets.   **Stakeholder Management**   * Own and manage ICS relationships moving forward, developing processes and structure within Vita for the effective management of ICS frameworks. * Establish and maintain effective formal and informal links with NHS commissioning customers, relevant government departments and agencies, local authorities, key decision-makers and other stakeholders generally, to exchange information and views and to ensure that the company is providing the appropriate range and quality of services. * To ensure effective communication arrangements exist within the service and to contribute to the development of effective communication with all stakeholders. * Co-operate and liaise with all relevant departments e.g. Governance, finance and marketing * Sustain effective working relationships with the Directors, lead clinicians and other managers ensuring that the operational requirements of the service are effectively managed. * To act, where appropriate, as the service spokesperson both internally and externally. * To ensure systems are in place to deliver accurately and in timely fashion, all statutory information requirements e.g. those arising under the Data Protection and Freedom of Information Acts. * Communicate with stakeholders to keep them informed of the work of the company and to identify changes in the community served by the company. * Establish good working relationships and collaborative arrangements with community groups, and all local stakeholders   **People Management Responsibilities**   * The post holder will lead and work with the other Directors to ensure the full engagement of the staff in the delivery of the service. * Direct and control the work and resources of the company and ensure the recruitment and retention of the required numbers and types of well-motivated, trained and developed staff to ensure that it achieves its mission and objectives aligned with the board and shareholder goals * To lead, and create a positive high performing workforce culture, maintaining highest levels of engagement, well-being, training and development. * Undertake the appraisals and ongoing management of direct reports and heads of NHS MSK services. * To ensure that staff management arrangements are consistent with best practice HR policies and procedures and to ensure that good practice in recruitment, appraisal, performance management and other policies are maintained. * To continually review skill mix and structures to ensure the structure of the NHS MSK services matches the needs of the business in line with the objectives required. * Lead the NHS board in developing a vision and strategic plan for the development of MSK services.   **Governance Responsibilities**   * Ensure that all the activities undertaken within the service are subject to best practice governance arrangements. * With the support of the Governance team, oversee the development and maintenance of an integrated governance framework * With the support of the Governance team, ensure that the service implements appropriate clinical governance structures and processes within the service. This covers responsibility for all clinical and non-clinical services. * To contribute to the development and application of systems, control processes and risk management arrangements that ensure full compliance with internal and external governance and best practice requirements e.g. Care Quality Commission Standards. * To provide a focal point for managing information risks and incidents and to be responsible for the management of all information assets   **Equality Diversity & Inclusion (EDI)**   * We are proud to be an equal opportunities employer and are fully committed to EDI best practice in all we do. We believe it is the responsibility of everyone to ensure their actions support this with all internal and external stakeholders. * Be aware of the impact of your behaviour on others * Ensure that others are treated with fairness, dignity and respect * Maintain and develop your knowledge about what EDI is and why it is important * Be prepared to challenge bias, discrimination and prejudice if possible to do so and raise with your manager and EDI team * Encourage and support others to feel confident in speaking up if they have been subjected to or witnessed bias, discrimination or prejudice * Be prepared to speak up for others if you witness bias, discrimination or prejudice |
| Additional information: | * Some travel including occasional overnight stays may be required, so a full clean driving licence is desired. * Performance bonus included in package |

## Person specification

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|  | **Essential** | **Desirable** |
| **Qualifications** | * + Degree educated or equivalent experience | * + Qualified medical practitioner – Physiotherapist, BASRAT or similar with licence to practice   + Unblemished registration with relevant professional body   + Evidence of continued professional development   + Postgraduate management qualification |
| **Experience** | * Extensive experience of working at a senior management level within a Healthcare environment   + Proven success in business planning and in the development and effective implementation of complex strategic plans   + Experience of leadership of complex operational change management whist also developing and maintaining high standards of quality   + Quality focused with an innovative approach and the ability to solve complex problems.   + A strong understanding of multi-disciplinary issues and commitment to multi-disciplinary working.   + Proven experience in managing relationships with CCGs.   + Demonstratable success in growing an expanding NHS MSK service.   + NHS bid and tender management experience   + Experience of interaction with external stakeholders and building/utilising relationships to the benefit of the business.   + Experience of leading multidisciplinary teams to achieve performance targets | * + Understanding of MSK / Mental Health provision / interaction of integrated care models   + Merger/acquisition experience   + Evidence of working in a dynamic, fast changing organisation. |
| **Skills/knowledge** | * + A mindset of innovation and challenging the status quo to develop new solutions to complex challenges   + Exceptional communication, interpersonal, negotiating and influencing skills   + Strong negotiation, and presentation skills.   + Demonstrable experience of effective budgetary management and control, including achieving annual targets on a regular basis   + Broad knowledge & experience of UK NHS healthcare environment   + Confident and engaging presentation ability   + Use of data to build insight and commercial opportunities   + Ability to analyse and interpret information to assess issues, anticipate problems and provide workable solutions   + Ability to contribute to business objectives and action plans in improving service delivery and patient experience   + Ability to facilitate change, including deployment of service modernisation techniques, change management skills and the ability to plan & implement effective projects and work streams.   + Excellent organisational skills; able to devise and implement processes to improve team efficiency   + Understanding and commitment to equality and diversity and how this affects patients, visitors and staff   + Understanding of NHS regulatory requirements of the NHS operating framework   + Understanding of the national and local political NHS environment   + Project and time management skills that are evidenced by delivery to deadlines   + Ability to make decisions under pressure which may impact on levels of service | * + Excellent IT skills   + Previous experience with System One, EMIS and other case management systems   + Be able to demonstrate practical application of formal training in leadership and management   + Have evidence of continued professional development in leadership at senior level |
| **Specialist training** |  |  |
| **Personal competencies and qualities** | * + Highly organised with robust organisational skills / ability to work to tight deadlines   + Dynamic, passionate and entrepreneurial characteristics   + Excellent attention to detail   + Self-driven with strong desire to succeed   + Ability to balance quality and improvement alongside financial constraints and considerations.   + Have strong interpersonal, negotiating and influencing skills with the ability to shape development across the health and social care system, and can work with multiple stakeholders including non-clinicians   + Ability to work independently as well as part of wider teams   + Evidence of values that are consistent with VHG   + Interpersonal skills to engage and develop working alliances with colleagues and stakeholders   + Evidence of an openness to learning new knowledge and skills.   + Excellent verbal and written communication skills   + High level of enthusiasm and motivation   + Ability to work under pressure   + Excellent time management skills |  |

# Version Control

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| Version: | Date: | Summary of Changes |
| V1.1 | 03.12.19 | Document copied onto authorised VHG branded Policy Template (original had no coding) |
| V1.2 | 06/08/20 | Updated to include diversity and inclusion statement |
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