

JOB DESCRIPTION

1. General Information

JOB TITLE:	Head of Commercial Education & Events
AREA/SPECIALITY:	Events & Medical Education
GRADE:	Band 8C
DEPARTMENT:	Commercial Directorate
RESPONSIBLE TO:	Commercial Director
ACCOUNTABLE TO:	Commercial Director

2. Guy's and St Thomas NHS Foundation Trust

Guy's and St Thomas' NHS Foundation Trust (GSTFT) is one of the largest Hospital Trusts in the country, with around 12,500 staff; an annual turnover of more than £1 billion; and 1.6 million patient contacts a year. Our hospitals have a long and proud history, dating back almost 900 years, and have been at the forefront of medical progress and innovation since they were founded. We continue to build on these traditions and have a reputation for clinical, teaching and research excellence.

We provide a full range of hospital services for our local communities and - from April 2011 – have integrated community services in Lambeth and Southwark into the Trust. We also provide specialist services for patients from further afield, including cancer, cardiac, kidney, women's and orthopaedic services, and we are home to the Evelina Children's Hospital. See www.gstt.nhs.uk

As an organisation we are committed to developing our services in ways that best suit the needs of our patients. This means that some staff groups will increasingly be asked to work a more flexible shift pattern so that we can offer services in the evenings or at weekends. We also have a positive approach to corporate social responsibility and are keen to engage our staff in an agenda that ranges from promoting environmental sustainability to the creation of local employment opportunities.

We are part of King's Health Partners one of only 6 Academic Health Sciences Centres in the UK. As such, we are committed to placing research and clinical innovation, as well as teaching and education, alongside the delivery of clinical care. In this way we are able to provide the latest treatments and best possible services to our patients, and we also play an important role in training the health professionals of tomorrow. King's Health Partners is a pioneering collaboration between ourselves and:

- King's College London
- King's College Hospital NHS Foundation Trust
- South London and Maudsley NHS Foundation Trust

King's Health Partners includes 7 hospitals and over 150 community-based services. Across the AHSC we see around 3 million patients each year, employ 30,000 staff, 20,000 students and have a combined annual turnover of £2.6 billion. Our AHSC brings together the best of basic and translational research, clinical excellence and world-class teaching to deliver groundbreaking advances in physical and mental healthcare. See www.kingshealthpartners.org

This initiative is intended to primarily generate additional revenue streams but also to raise the profile of the Trust, through delivering world class, leading edge commercial educational programmes and events to a UK and an overseas market. See: www.guysandstthomasevents.co.uk for further information.

2.1 Organisational Values

Our **values** help us to define and develop our culture, **what we do** and **how we do it**. It is important that you understand and reflect these values throughout your employment with the Trust.

The post holder will:

- **Put patients first**
- **Take pride in what they do**
- **Respect others**
- **Strive to be the best**
- **Act with integrity**

Our [values and behaviours framework](#) describes what it means for every one of us in the Trust to put our values into action.

3. Commercial Services at Guy's and St Thomas'

The Commercial Directorate within Guy's & St Thomas' NHS Foundation Trust (the Trust) is responsible for making profits which go directly back into our frontline NHS Clinical Services. This allows the Trust to diversify its income away from core NHS funding streams as well as to enhance our clinical, educational and research expertise. The Commercial Directorate has a wide portfolio of activities including private patients, international healthcare, intellectual property and commercial research, NHS business development and retail services in addition to its commercial education and events portfolio.

The Commercial Directorate works to 5 core principles which are:-

- It raises money for the Trust which supports the development of clinical services via clear and transparent financial flows.
- It utilises capacity that is not required for the delivery of contracted NHS activity.
- It enhances the reputation, name and brand of the Trust.
- It enables the Trust to operate more efficiently or at lower cost.
- It enables the Trust to attract more high quality talented people.

3.1 The Commercial Education and Events Team

The Events team was established just over 3 years ago following the development and ratification of the Commercial Strategy 2014-2019. Initially the focus was on identifying existing events that were running in the Trust and ensuring that these were run professionally and to the highest quality standards. The portfolio has gradually expanded and now includes

one and two day courses, workshops, visiting professional programmes, masterclasses, conferences and educational visits for a wide range of markets including primary, secondary and tertiary care and for regional, national and international markets. In early 2016, a more specific strategy was developed focusing on commercial education and events and this has led to a further expansion of the portfolio to include industry supported events, partnerships and placements and a full programme of clinical attachments and observerships. The department was renamed the Commercial Education & Events team at this time

4.0 Role Overview

The Head of Commercial Events and Education is a senior role within the commercial team at Guy's and St Thomas' as well as a leadership role within the team and the broader Trust.

The expansion of the Commercial Education & Events portfolio required a more significant leadership role to help directorates diversify income through educational activities. This is a senior role within the commercial team and leadership role within the broader Trust through the provision of events and educational expertise, advice and support. The role is critical in managing and developing the existing education and events portfolio but also in responding to and delivering new commercial opportunities both within the UK and Internationally. This is in addition to ensuring that a high level of operational delivery of all courses, conferences and events expected of the Commercial Events Service continues.

The Head of Commercial Education and Events will provide business leadership in relation to the business model for the commercial education & events service and ensure that activity is prioritised based on agreed strategic and financial criteria. The Commercial Education and Events team contribute significantly to the commercial portfolio and the post holder must have a high level of financial acumen in order to support the Commercial Finance team with expertise in ensuring that this service line generates appropriate profits for the bottom line.

The role also has a strategic leadership responsibility in developing for the Trust the components of strategy and operational delivery for the Trust's commercial educational offering to both the UK and international markets. The postholder will be expected to take a role in leading the development of the international commercial education portfolio and as such could be representing the Trust in meetings and in negotiations outside of the United Kingdom jurisdictions.

The role requires working with senior Trust stakeholders.

The role has a 'guardian position' in respect of the Trusts reputation and brand for internal and external stakeholders, both within UK and internationally.

5. Key Relationships

5.1 Internal

- Commercial Director
- Commercial Heads of Service
- Commercial Education & Events team
- Senior Clinicians and Academics across GSTT
- Senior Academics and Educational Personal within Kings College London
- Educational leads within GSTFT
- Course Programme Directors within GSTFT

5.2 External

- International institutions and partners
- External sponsors
- Industry Partners

6. Duties and Responsibilities

6.1 Key Outcomes

- Deliver the Commercial Education and Events Strategy
- Ensure the provision of educational leadership and support that meets the needs of the Commercial Directorate objectives and the wider Trusts objectives.
- Be a proactive member of the senior management team within the commercial directorate, contributing to the strategic and operational direction of the team.
- Be a leading respondent to new commercial education opportunities, assessing those on behalf of clinical and/or corporate directorates and providing an evidence based assessment of their commercial potential to the commercial team
- Represent the Commercial Education and Events team at the Commercial Board.
- Ensure that the Commercial Education and Events team delivers a profitable portfolio of commercial education
- Ensure all activities are delivered to the highest quality standards of GSTT.
- Provide financial and business intelligence to a range of stakeholders as required.
- Ensure quality standards are maintained and benchmarked against other educational providers

6.2 Strategy and Business Planning

- 6.2.1 Be the leading expert within the Trust on matters relating to Commercial Education and Events
- 6.2.2 Ensure the development and implementation of a strong portfolio of commercial educational offers to UK market and International Markets.
- 6.2.3 Ensure that a pipeline of activity is planned to ensure ongoing delivery of the Commercial and Education strategy
- 6.2.4 Prepare feasibility studies, including proposed financials, likely customer profiles, potential and existing competitors for new events and educational activity to ensure a balanced portfolio that reflects the Trust's strategic priorities and delivers against budget.
- 6.2.5 Support work with key stakeholders in Commercial and across the Trust to ensure a balanced portfolio that reflects the Trust's strategic priorities and delivers against budget.
- 6.2.6 Identify new opportunities for the development of the services arising from changes in the external environment or internal innovation and potential threats and ways to respond to them.

- 6.2.7 Liaise with key KHP partner organisations in developing an integrated approach and realise opportunities for Commercial Education and Events

6.3 Day to Day Operational Management

- 6.3.1 Ensure that the commercial education & events team is managed effectively on a day to day basis to deliver to the highest standards.
- 6.3.2. Manage and support a diverse programme of commercial education and events
- 6.3.3 Regularly review all departmental processes and procedures to ensure maximum efficiency and return on resources, including adapting and changing where required and identify operational and process gaps, streamline delivery and ensure more efficient delivery costs
- 6.3.4 Provide advice as appropriate to clinicians and colleagues across the Trust concerning feasibility of event and educational ideas, the planning process and advice on external sponsorship opportunities.
- 6.3.5 Ensure that an appropriate and rigorous decision making process is in place for prioritising and accepting commercial education and events offers within the portfolio.
- 6.3.6 Identify and lead initiatives to enhance educational content and delivery for example improvements to customer service and quality assurance
- 6.3.7 Ensure that the team delivers a comprehensive and high quality end to end service that covers all aspects of every event or project including post event analysis
- 6.3.8 Introduce innovations to enhance the quality and impact of GSTT's events and educational activity
- 6.3.9 Manage conflicting priorities and agendas of a diverse range of stakeholders which will require persuasion, negotiation and the ability to communicate with clarity on highly technical subjects;
- 6.3.10 Conduct high level negotiations with customers, suppliers and statutory bodies;
- 6.3.11 Produce and present complex reports and business cases at the Commercial Board;
- 6.3.12 Ensure that effective communication exists at all levels and key local and corporate messages are effectively communicated to all staff, ensuring communication is a two way process, which should encourage feedback and generation of good ideas, better staff involvement and help create a strong sense of common purpose and team work;
- 6.3.13 Ensure regular open meetings and a consistent method of communication at all levels, across all disciplines and professional boundaries;

6.3 Leadership

- 6.3.1 Take a leadership role within the Commercial team and provide expertise and support where required specifically in relation to commercial education and events but also on the broader commercial portfolio..
- 6.3.2 Lead and manage the commercial education & events function to deliver educational events and activities within GSTT.
- 6.3.3 Be a member of the senior management team within the commercial directorate, contributing to the strategic and operational direction of the team and deputising for colleagues when appropriate.
- 6.3.4 Significantly contribute to the development of a clear portfolio of commercial educational offers to both the UK and International Markets
- 6.4.5 Represent the commercial education and events team at the Commercial Board
- 6.3.6 Act in a leadership role for GSTT in negotiations and joint working with KCL and other KHP partners.

6.4 Staff Management

- 6.4.1 Drive creativity and innovation across the team to ensure clinician needs are understood and expectations are met or exceeded
- 6.4.2 Manage the events team ensuring that they meet their set objectives and that staff have opportunities to fulfil their potential through training and development.
- 6.4.3. Ensure that staff (including contractors and interims) understand their objectives and departmental performance expectations. Monitoring staff capability and take remedial action when required.
- 6.4.4 Identify staff training and development needs of all staff in the span of control, ensuring all team members have a regularly updated Personal Development Plan, are regularly appraised and their mandatory training is updated and are appropriately supervised.
- 6.4.5 Accurately forecast future business and work load requirements in terms of changes in educational offering and level of support required
- 6.4.6 Ensure the team have an appropriate skill mix and justify/recruit staff members as required.
- 6.4.7 Develop along with other staff within the Directorate a common, consistent and more innovative approach to staff recruitment,
- 6.4.8 Ensure that all Trust management and HR policies are cascaded to all staff and implementation is both consistent and effective throughout the department.
- 6.4.9 Exemplify the Trust organisational values in all dealings with others personally and through leadership of the team.

- 6.4.10 Address areas of performance to ensure team members achieve the highest quality standards and meet professional requirements

6.5 Finance Management and Reporting

- 6.5.1 Take full financial responsibility for all commercial educational and event activities
- 6.5.2 Lead on the development of the commercial education and events business plan and ensure that the service sees a year on year growth in profitability.
- 6.5.3 Ensure events are delivered in the most efficient and cost effective way but retaining the highest quality standards.
- 6.5.4 Provide financial and business intelligence on the commercial education and events service as required
- 6.5.5 Ensure that events that are accepted by the team in line with the agreed priorities and that they are appropriately costed, with an appropriate margin and therefore profitable for the team and the Trust.
- 6.5.6 Lead a review of the educational portfolio to understand which service lines are the most profitable.
- 6.5.7 Manage the budget of the events service to ensure that is managed effectively and delivers its financial targets.
- 6.5.8 Manage reporting on budget positions for events with accountability for ensuring internal and external financial targets are achieved
- 6.5.9 Manages the resources allocated to the Events team and ensure that they are effectively deployed to deliver best cost and value;
- 6.5.10 Manages sponsorship resources and budgets which contribute to the financial viability of events;
- 6.5.11 Ensure that all staff in all areas for which the post holder is responsible comply with the Trust's Standing Financial instructions.
- 6.5.12 Lead on negotiations with external providers and other parties

6.6 IT and information resources

- 6.6.1 Research the digital education capability and develop if commercially viable and meets the educational objectives of the Trust
- 6.6.2 Review the Key Performance Indicators (KPI's) and monitoring of effectiveness of the education & events service.
- 6.6.3 Produce management reports on a regular basis in an appropriate manner and format for the intended audience on the performance of the education & events team.

- 6.6.4 undertake in depth benchmarking of events and educational activity, undertaking analysis and being conversant with any emerging trends.
- 6.6.5 Review and manage the IT infrastructure and recommend improvements and changes to ensure the most cost effective and efficient delivery mechanisms

6.7 Quality Assurance

- 6.7.1 ensure the highest quality standards are reached and maintained for all educational programmes and events
- 6.7.2 secure appropriate level of Continuing Professional Development accreditation from Medical Royal Colleges for courses and events
- 6.7.3 obtain short course accreditation from KCL for academic components of educational offers and programmes delivered by the department.
- 6.7.4 benchmark service standards against other education providers, ie John Hopkins/Cleveland Clinic

The following statement forms part of all job descriptions:-

The post holder is required to follow Trust policies and procedures which are regularly updated including:

Confidentiality / Data Protection / Freedom of Information

Post holders must maintain the confidentiality of information about patients, staff and other health service business in accordance with the Data Protection Act of 1998. Post holders must not, without prior permission, disclose any information regarding patients or staff. If any member of staff has communicated any such information to an unauthorised person those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Following the Freedom of Information Act (FOI) 2005, post holders must apply the Trust's FOI procedure if they receive a written request for information.

Information Governance

All staff must comply with information governance requirements. These includes statutory responsibilities (such as compliance with the Data Protection Act), following national guidance (such as the NHS Confidentiality Code of Practice) and compliance with local policies and procedures (such as the Trust's Confidentiality policy). Staff are responsible for any personal information (belonging to staff or patients) that they access and must ensure it is stored, processed and forwarded in a secure and appropriate manner.

Equal Opportunities

Post holders must at all times fulfil their responsibilities with regard to the Trust's Equal Opportunities Policy and equality laws.

Health and Safety

All post holders have a responsibility, under the Health and Safety at Work Act (1974) and subsequently published regulations, to ensure that the Trust's health and safety policies and procedures are complied with to maintain a safe working environment for patients, visitors and employees.

Infection Control

All post holders have a personal obligation to act to reduce healthcare-associated infections (HCAIs). They must attend mandatory training in Infection Control and be compliant with all measures required by the Trust to reduce HCAs. **All post holders must comply with Trust infection screening and immunisation policies** as well as be familiar with the Trust's Infection Control Policies, including those that apply to their duties, such as Hand Decontamination Policy, Personal Protective Equipment Policy, safe procedures for using aseptic techniques and safe disposal of sharps.

Risk Management

All post holders have a responsibility to report risks such as clinical and non-clinical accidents or incidents promptly. They are expected to be familiar with the Trust's use of risk assessments to predict and control risk, as well as the incident reporting system for learning from mistakes and near misses in order to improve services. Post holders must also attend training identified by their manager, or stated by the Trust to be mandatory.

Flexible Working

As an organisation we are committed to developing our services in ways that best suit the needs of our patients. This means that some staff groups will increasingly be asked to work a more flexible shift pattern so that we can offer services in the evenings or at weekends.

Safeguarding children and vulnerable adults

Post holders have a general responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role.

Sustainability

It is the responsibility of all staff to minimise the Trust's environmental impact by recycling wherever possible, switching off lights, computers monitors and equipment when not in use, minimising water usage and reporting faults promptly.

Smoking Policy

The Trust is committed to providing a healthy and safe environment for staff, patients and visitors. Staff are therefore not permitted to smoke on Trust property or in Trust vehicles

Review of this Job Description

This job description is intended as an outline of the general areas of activity and will be amended in the light of the changing needs of the organisation. To be reviewed in conjunction with the post holder.

Victoria Cheston
Commercial Director
April 2016

PERSON SPECIFICATION

Head of Commercial Education and Events

Requirements

The post holder will be required to prove professional qualification or equivalent experience

	ESSENTIAL	A/I/T*	DESIRABLE	A/I/T*
Qualifications/ Education	<ul style="list-style-type: none"> Relevant degree, post graduate qualification equivalent to Masters e.g. MBA or equivalent Post graduate qualification or equivalent 		<ul style="list-style-type: none"> Prince Practitioner 2 	
Professional/ Statutory Registration	N/A		N/A	
Previous experience	<ul style="list-style-type: none"> A minimum 5 years experience working at a senior level in a commercial education and events role. A demonstrable successful record of commercial leadership working with senior managers and directors. Demonstrable records of achievement of full performance management of staff at all levels. To include recruitment and selection, appraisals, professional development, mentoring, discipline. Experience of interpreting all relevant commercial information, making recommendations and implementing changes across a large and complex organisation A significant period of successful business case development and management in the commercial education/events field An expert knowledge of running events developed over a minimum 10 year period. A significant level of experience in the initiation and management of change 		<ul style="list-style-type: none"> A good understanding of education in the NHS/and or Executive Education context 	

Skills/Knowledge/ Ability	<ul style="list-style-type: none"> • Excellent communication skills both orally and in writing. Able to present highly complex information to staff including directors. • Excellent presentation skills • Strong sense of quality, being able to lead by example • Good listener – able to understand the issues and needs of others • Achiever – makes things happen • Proven team player who is able to engender trust and respect from colleagues at all levels. • Persuader – good interpersonal skills • Highly developed analytical skills – able to review complex processes and recommend appropriate changes to improve efficiency. • Able to analyse complex financial information to identify areas requiring further investigation. • Able to influence senior colleagues who may hold a different view on the optimal financial approach to a complex issue. • To have sufficient resilience to manage within a high profile, fast moving and complex function of the Trust working in an autonomous fashion. 			
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