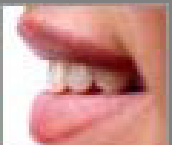


HAYS



APPOINTMENT OF COMMERCIAL DIRECTOR FOR

5 Boroughs Partnership 
NHS Trust

Simon Potts
Hays Executive
3rd Floor
Crown House
Manchester Road
Wilmslow
Cheshire
SK9 1BH
Tel: 01625 419 653
Mobile: 07770 786 933
Email: simon.potts@haysexecutive.com



WELCOME

Dear Applicant,

Thank you for making time to look into joining The 5 Boroughs Partnership NHS Trust and I hope you find the accompanying information helpful in your decision to apply for the post of Commercial Director.

I joined the Trust in December 2007, having worked in the private sector for the majority of my professional career and was struck by the opportunity to apply commercial skills in a way which immediately impacted on the lives of others. Alongside the Board and staff, we have embarked on one of the most important times in our history to become a successful NHS Foundation Trust. As Commercial Director, you will be instrumental in helping us achieve this goal during 2009.

The role has several dimensions and equal balance of working internally through the Trust, and external working to establish and develop new relationships, delivery partnerships and ultimately increased levels of business for the Trust. As such, you will provide dynamic strategic leadership that will enable us to embed a customer focused, commercial approach to all our business activities.

Our organisation is developing rapidly and you will join at a time when the relationships with our partners are strong, where there are opportunities to broaden our service offering and client base and a clear national drive to raise the standards and profile of mental health service provision.

I hope you are inspired by what you see, read and hear about us and look forward to receiving your application.

Yours sincerely

Simon Barber
Chief Executive

ABOUT 5 BOROUGH PARTNERSHIP NHS TRUST

WHAT WE DO

The Trust was established on the 1st April 2002. We now employ more than 2,300 staff who provide a wide range of specialist adult and older persons' mental health, child and adolescent mental health, specialist learning disability and substance misuse services. We currently provide these services across the boroughs of Halton (including Frodsham and Helsby), Knowsley, St Helens, Warrington and Wigan, serving a population of approximately 966,000 people.

Our services are commissioned on behalf of local people by five main Primary Care Trusts (PCTs) and as a specialist partnership Trust, we work with many other statutory and non-statutory organisations, including six partner local authorities, to deliver our services for and with local people.

As a Trust, we are firmly committed to delivering on six core values, which guide and shape the work of the organisation. These are:

- **Involvement** – Placing an emphasis on meaningful service user, carer and public involvement at all levels of the Trust
- **Quality** – Delivering high quality care to people who use our services
- **Local focus** – Providing local solutions for local people through locally focused services
- **Improving access** – To services for the people we serve
- **Integration** – Of our services across health and social care
- **Partnerships** – Working with the community, public, private and voluntary sectors to support service users and carers

Our aims are to:

- Deliver services and manage the organisation to the standards set by the Department of Health.
- Establish an organisation whereby people are not passive recipients of services but are involved as partners in the delivery of their care and in the wider business and management of the Trust.
- Create a Trust where people want to work and an organisation that supports people in their jobs.
- Be a resource for our local communities, socially, economically and educationally because we believe that not only should we be different, we also need to make a difference.

WHAT IS A TRUST?

Mental Health Trusts

Mental Health Trusts provide health and social care services for people with mental health problems. Mental health services can be provided through your GP, other primary care services or through more specialist care. This might include counselling and other psychological therapies, community and family support or general health screening. For example, people suffering bereavement, depression, stress or anxiety can get help from primary care or informal community support. If they need more involved support they can be referred for specialist care.

More specialist care is normally provided by mental health trusts or local council social services departments. Services range from psychological therapy, through to specialist medical and training services for people with severe mental health problems. About two in every 1,000 people need specialist care for conditions such as severe anxiety problems or psychotic illnesses.

ANNUAL REPORT & ANNUAL PLAN

For information of the Trust's Annual Report & Annual Plan can be found by clicking on the attachments below:-

Annual Report
2006-07.pdf

Annual Plan
2008-09.pdf

HEALTHCARE COMMISSION REPORT

To view The Healthcare Commission Report please go to:-

http://2007ratings.healthcarecommission.org.uk/patientsandthepublic/searchforhealthcareproviders.cfm/cit_id/11105/widCall1/customWidgets.content_view_1

WHY YOU SHOULD CONSIDER THIS ROLE AS YOUR NEXT CAREER MOVE

We are preparing to become a successful NHS Foundation Trust in 2009. This will allow us to grow and develop the range of services we are able to provide, as well as invest in our infrastructure whilst operating as an independent healthcare enterprise. We will be working in an increasingly more competitive environment alongside other NHS and private sector providers and are taking steps now to maximise the opportunities we have to deliver more services with our existing clients, whilst taking a strategic approach to identifying and planning for new market opportunities.

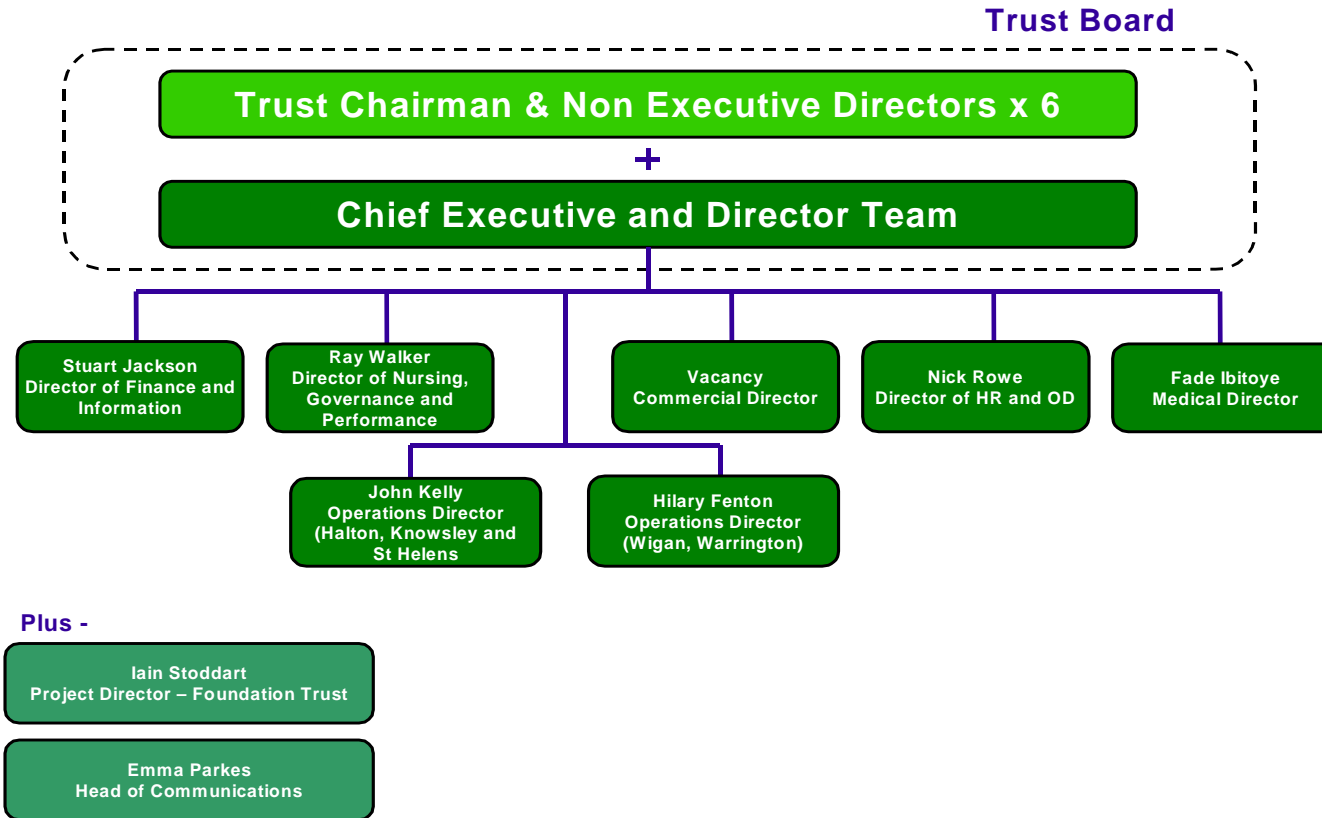
Becoming a highly success independent healthcare business will require considerable change in organisational behaviour, approach and with regard to how we deal with both our commissioners and service users. In this new position of Commercial Director, you will play a pivotal role in bringing about that change.

Working closely with our Directors of Operations, Chief Executive and leadership team, you will enjoy a wide remit, which covers; strategic business and service planning and development; leading on new business proposals and winning contracts. These areas will test your strategic and analytical thinking capabilities, net working and influencing skills, leadership and entrepreneurial creativity.

Having operated in a similar commercial development or sales and marketing role within the private or wider public service environment, you will be seeking a role where your contribution is highly visible and impact on people's lives. This is a new role, one in which you can make your own foot- print. You will be inspired and motivated by the opportunity to work at board level as a corporate director alongside professional experts where your expertise can be clearly demonstrated.

ORGANISATIONAL CHART

Top Level Organisation Structure – 1st July 2008



JOB DESCRIPTION

Job Title: Commercial Director

Grade: Director

Directorate:

Accountable to: Chief Executive

Reports to: Chief Executive

JOB PURPOSE

As a member of the Board of Directors, reporting directly to the Chief Executive, the post holder will be responsible with Board colleagues for the strategic leadership, direction and development of the Trust.

The Commercial Director will be responsible for identifying new commercial opportunities and driving growth across the Trust's business activities.

Through a strategic approach to market & business development, the Commercial Director will significantly shape the development of the Trust's strategy by analysing the market and advising the Board of development opportunities. The Commercial Director will be committed to customer service excellence and will take the lead role in developing and managing service based partnerships and business relationships with healthcare providers, healthcare commissioners and other organisations to further deliver and shape the Trust's strategic aims.

DUTIES AND RESPONSIBILITIES

Market and Business Development

- To develop and implement Corporate and Directorate business development strategies and plans. This will involve working closely with colleague Directors and their teams to ensure service strategies meet and exceed the demands of commissioners and that robust Divisional business development strategies are in place.
- To create and develop commercial opportunities to increase our income for NHS services. This is with both existing and potentially new clients with whom you will target, initiate and develop business relationships.

- Identify new market opportunities, taking the lead on constructing robust and successful business proposals that secure new contracts and long term client relationships for the Trust.
- Ensure the Board of Directors and the Executive are systematically appraised of market opportunities, conditions and associated business developments.
- Take Executive lead responsibility for the identification, development and implementation of all joint ventures and strategic partnerships.

Leadership of the Trust

- Promote a common vision and ownership of the Trust's values and strategic objectives with all external partners.
- Implement the marketing strategy that incorporates national direction, local and strategically important priorities, enabling the Trust to maintain and grow its income base.
- Develop strong working relationships and understanding of mental health services, to facilitate highly effective team working through the business development cycles contract negotiation cycles.
- The Chief Executive will agree personal objectives with the Commercial Director. This will form part of the annual review of his/her performance in the role.

Corporate Responsibility

- Contribute to the development, communication and promotion of corporate core purpose, vision, mission and values.
- Active input to driving the development of corporate strategy.
- Contribute to the development of a culture of continuous improvement within the Trust in order to meet stretching financial and performance targets, including the implementation of lean methodology.
- Ensure that all statutory obligations are met.
- Deputise for the Chief Executive and other colleagues as appropriate.
- Champion the Trust, the services it provides and its support for other front line health services.
- Participate on the executive on-call rota.

- To undertake specific tasks as asked from time to time by the Chief Executive.
- To ensure so far is reasonably practical, patients, staff and other persons are protected against risks of acquiring HCAI, through the provision of appropriate care, in suitable facilities, consistent with good clinical practice.

Financial Responsibilities

- To manage the directorate budget to meet the Trust's strategic and operational business plans.
- To ensure areas of responsibility are delivered in a way that are consistent with the Trust's financial plans and cost improvement plans.
- Assist in embedding a commercial, client service focussed approach to all business processes and activities.

Health & Safety

- Under the Health & Safety at Work Act 1974, as an employee, you must take reasonable care for the health and safety of yourself and for other persons who may be affected by your acts or omissions at work. The Act also states that you must not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare. You are also required to make yourself aware of the Trust's health and safety policies and to report any accidents/incidents.

Equality and Diversity

- The Trust operates an Equal Opportunities policy and expects staff to have a commitment to its policies in relation to employment and service delivery.

Code of Conduct

- The post-holder is required to adhere to the standards of conduct expected of all NHS managers set out in the Code of Conduct for NHS Managers.

This job description will be subject to regular review and adjustment.

STANDARD REQUIREMENTS

- **Confidentiality:** Confidentiality/data protection regarding all personal information and Trust activity must be maintained at all times (both in and out of working hours) in accordance with professional codes of conduct and relevant legislation such as the Data Protection Act. The post holder should ensure that they are familiar with and adhere to all Trust Information Governance policies and procedures. Any breach of confidentiality will be taken seriously and appropriate disciplinary action may be taken.
- **Equal Opportunities:** Promote the concepts of equality of opportunity and managing diversity Trust wide.
- **Health and Safety:** Employees must be aware of the responsibilities placed upon them under the Health and Safety at Work Act 1974, paying due regard to health and safety in the workplace and

management of risk to maintain a safe working environment for service users, visitors and employees.

- **Infection Prevention and Control:** Employees must be aware of their responsibilities to protect service users, visitors and employees against the risks of acquiring health care associated infections, in accordance with Trust policy.
- **Professional standards and performance review:** Maintain consistent high professional standards and act in accordance with the NMC code of professional conduct. Employees are expected to participate in the performance review process.
- **Service/Departmental standards:** Support the development of performance standards within the Service/Department to ensure the service is responsive to and meeting the needs of its customers.
- **Finance:** All Trust staff will comply with financial processes and procedures
- **Safeguarding Children:** Employees must be aware of the responsibilities placed on them under the Children Act 1989, 2004.

SUMMARY

This job Description is an outline of the key tasks and responsibilities of the post and the post holder may be required to undertake additional duties appropriate to the pay band. The post may change over time to reflect the developing needs of the Trust and its services, as well as the personal development needs of the post holder.

Date prepared:

Prepared by:

I agree that this job description and person specification accurately describes the above post and has been developed jointly.

Employee's Name and Signature:

Date:
Post Number

Manager's Name and Signature:

Date:

5 Boroughs Partnership NHS Trust

COMMERCIAL DIRECTOR PERSON SPECIFICATION

KEY REQUIREMENTS		
1.	<p>Qualifications Degree or equivalent</p> <p>Masters degree or equivalent qualification in Marketing, Business Development, Leadership or Management.</p> <p>Evidence of professional and personal development within the last two years</p>	<p>E</p> <p>D</p> <p>E</p>
2.	<p>Skills / Abilities Evidence of ability to make significant and successful contribution at Board level or equivalent in a large and complex organisation.</p> <p>Evidence of advanced analytical and problem solving skills.</p> <p>Strategic and innovative thinking and the ability to explore imaginative ways of optimising use of resources.</p> <p>The ability to produce concise reports, to work under pressure and to deadlines.</p> <p>Excellent verbal communication, influencing, collaboration and negotiating skills.</p> <p>The ability to work as a team member, both within teams at the Trust and as an accomplished participant in cross-agency teams.</p> <p>The ability to work with senior management, clinical colleagues and other staff, to make sound judgements and respond positively to a rapidly changing environment.</p> <p>Production of business cases and tender responses.</p> <p>Front-line negotiations.</p> <p>Financial and Project Management.</p> <p>Creativity in service development.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>

<p>3. Experience</p> <p>□ Gained from within either the private, or wider public service environment:</p> <p>Experience of new business development.</p> <p>Experience in staff management and leadership.</p> <p>Evidence of effective strategic planning and decision making.</p> <p>Ability to understand complex public service based organisations.</p> <p>Experience of influencing and deliver change in a complex environment.</p>	<p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p>
<p>4. Knowledge</p> <p>To be effective in this role you will need to quickly develop:</p> <p>Clear and in-depth understanding of national NHS strategy and policy and ability to translate this into a strategy and operational outcomes.</p> <p>Familiarity with current political, legal and business developments that impact upon business development in the NHS.</p> <p>A good understanding of NHS Corporate Governance, business planning, service provision, as well as the commissioning process, patient flows, resource management and budget monitoring.</p> <p>Clear and in-depth understanding of business development, Health & health policy.</p> <p>NB This knowledge can be learned whilst in post and so, if you are working outside of the NHS and health care market, you are actively encouraged to apply for this position.</p>	<p>E</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p>
<p>5. Personal Qualities</p> <p>Inspirational Leader</p> <p>Self Motivator</p> <p>Proactive</p> <p>Creative</p> <p>Innovator</p> <p>Flexible</p> <p>Team working, including collaborative/delegation</p> <p>Conciliator</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>

Key: E – Essential

D – Desirable

Terms & Conditions of Employment

1 Annual Leave

The Annual Leave entitlement for all full-time staff based on a 37.5 hour week is:

- 27 days plus 8 Public holidays upon commencement in the NHS (202.5 hours plus 60 hours Public Holidays).
- 29 days plus 8 Public holidays for staff with 5-10 years service (217.5 hours plus 60 hours Public Holidays).
- 33 days plus 8 Public holidays for staff with 10 years or more service (247.5 hours plus 60 hours Public Holidays).
- The Annual Leave year runs from 1 April to 31 March each year.

2. Sickness Absence

When you are absent from duty owing to illness subject to compliance with the appropriate notification procedure, you are entitled to receive occupational sick pay in accordance with the following scales: -

- 1st year of service: - one month full pay and two months' half pay.
- 2nd year of service: - two months' full pay and two months' half pay.
- 3rd year of service: - four months' full pay and four months' half pay.
- 4th and 5th year of service: - five months' full pay and five months' half pay
- After 5 year's service: - six months' full pay and six months' half pay.

3 Notice

You are entitled to six months written notice from the Trust and you may at any time terminate your employment with six months written notice. The Trust may exercise its discretion to pay you in lieu for all or part of your notice period in accordance with clause 13. Pay in lieu of notice will not apply if you are summarily dismissed from your post.

Failure to deliver a material proportion of the Business Plan set out in organisational and your personal performance objectives, and / or a failure to act in a manner consistent with and as outlined in the Code of Conduct for NHS Managers' and other key guidance and codes, may be regarded as serious failures in performance and depending on the circumstances such failure may warrant consideration in accordance with the Trust's disciplinary policy.

4. NHS Pension Scheme

HSN New Pension Scheme as @ 01/04/08 – Final Salary scheme. - www.nhspa.gov.uk

RECRUITMENT PROCESS & HOW TO APPLY

TIMETABLE

Advert appears	3 rd July
Closing Date	28 th July
Long list sift	1 st August
Long list interviews with Simon Potts	4 th August to 15 th August
Shortlist meeting	15 th August
Assessment	Electronic psychometric testing only
Final interview	Week Commencing 18 th /25 th August If any of the above date's conflict with holidays, please let us know.

If you are interested in being considered for this position, please examine the job description and person specification carefully in assessing the suitability of your candidature.

To apply for this position we require:

- Current curriculum vitae along with details of your current salary package
- Covering letter detailing how your experience and qualities meet the requirements of the post (no more than three sides of A4)

These details should be sent Louise Griffiths at louise.griffiths@haysexecutive.com or by post to Hays Executive 3rd Floor, Crown House, Manchester Road, Wilmslow, Cheshire, SK9 1HB.

For any further information, or to arrange a confidential discussion with Simon Potts please contact Louise Griffiths on 01625 419653.

You should give the names, positions, organisations and telephone contact numbers of a least two referees, one of whom should be your current / most recent employer. Referees will not be contacted without your prior approval.

You are invited to complete and return the enclosed Equal Opportunities Monitoring Form. This will help our client to follow the recommendations of the Equal Opportunities Commission, the Commission for Racial Equality and the Disability Rights Commission, that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. The information on the form will be treated as confidential, and used for statistical purposes only. The form will not be treated as part of your application.

Finally, please ensure that you have included your mobile and home telephone numbers and a personal or home email address.

Hays Executive will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

The Closing Date for applications is 28th July 2008.

EQUAL OPPORTUNITIES MONITORING FORM

Race relations (Amendment) Act 2000

As Public Sector Employers, NHS Organisations are required to collect details about an applicant's ethnicity. This information is collected to fulfil that obligation and is used for monitoring purposes only.

I would describe my ethnic origin as follows:		
Asian or Asian British <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Any other Asian background Black or Black British <input type="checkbox"/> African <input type="checkbox"/> Caribbean <input type="checkbox"/> Any other Black background	Mixed <input type="checkbox"/> White & Asian <input type="checkbox"/> White & Black African <input type="checkbox"/> White & Black Caribbean <input type="checkbox"/> Any other mixed background White <input type="checkbox"/> British <input type="checkbox"/> Irish <input type="checkbox"/> Any other White background	Other Ethnic Group <input type="checkbox"/> Chinese <input type="checkbox"/> Any other ethnic group <input type="checkbox"/> I do not wish to disclose my ethnic origin

Employment Equality Regulations

In order to comply with these regulations, NHS employers are monitoring sexual orientation and religion/belief in applications.

* Please select the option which best describes your sexuality		
<input type="checkbox"/> Lesbian <input type="checkbox"/> Gay <input type="checkbox"/> Bisexual	<input type="checkbox"/> Heterosexual <input type="checkbox"/> I would rather not answer	
* Please indicate your religion or belief		
<input type="checkbox"/> Atheism <input type="checkbox"/> Buddhism <input type="checkbox"/> Christianity <input type="checkbox"/> Islam	<input type="checkbox"/> Jainism <input type="checkbox"/> Sikhism <input type="checkbox"/> Other	<input type="checkbox"/> Judaism <input type="checkbox"/> Hinduism <input type="checkbox"/> I do not wish to disclose my religion/belief

Disability Discrimination Act 1995

Under the terms of the Act a disability is defined as a 'physical or mental impairment which has a substantial and long term effect on a person's ability to carry out normal day to day activities'. NHS employers welcome applications from disabled people.

* Do you consider yourself to have a disability?	<input type="checkbox"/> Yes information <input type="checkbox"/> No	<input type="checkbox"/> I do not wish to disclose this
If yes, do you need special arrangements to enable you to attend for interview?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If so, please give details below

Rehabilitation of Offenders Act

In order to protect certain vulnerable groups within society, there are a number of posts and professions that are exempt from the provisions of the Rehabilitation of Offenders Act 1974. These include posts where, in the normal course of their duties, successful applicants will have access to persons in receipt of health services. If the post you have applied for falls within the above category, it will be exempt from the provisions of the Rehabilitation of Offenders Act by virtue of the Rehabilitation of Offenders Act (Exceptions Order) 1975.

Applicants are therefore not entitled to withhold any information about convictions which for other purposes are 'Spent' under the provisions of the Act and in the event of employment; any failure to disclose such convictions could result in dismissal or disciplinary action by the employing organisation. Any information given will be confidential and will be considered only in relation to posts to which the order applies.

* Have you at any time received, or had pending, a court conviction?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, please give details		

If you are applying for a post involving access to persons in receipt of health services, your offer of employment may be subject to a satisfactory disclosure from the Criminal Records Bureau. Failure to reveal information relating to any convictions could lead to withdrawal of an offer of employment.

DECLARATION

The information in this form (Parts A & B) is true and complete. I agree that any deliberate omissions, falsification or misrepresentation in the application form will be grounds for rejecting this application or subsequent dismissal if employed by the organisation. This applies equally to any medical questionnaire/forms I may complete.

I agree to the above declaration			
Signature			
Name		Date	

APPENDIX - COPY OF EXTERNAL ADVERTISEMENT

Commercial Director

North West, Warrington

Circa £85,000 + Pension + Relocation

The 5 Boroughs Partnership NHS Trust, is a leading provider of specialist mental health and learning disabilities care services covering the boroughs of Halton, Warrington, Wigan, St. Helens and Knowsley. The Trust currently employs c2,300 staff across 55 sites and has a turnover approaching £100million. At this time, the Trust is preparing to achieve NHS Foundation Trust status in 2009, which will enable it to operate as an independent healthcare enterprise.

The Trust has successfully worked through some challenging times and is now poised to capitalise on the national impetus and investment that will radically improve mental health service provision. Seizing the opportunity to grow their business, this is a newly created role, crucial to achieving the Trust's vision and ambitions.

Working closely with the Chief Executive and Operations Directors, you will take a leading role in strategic business development and marketing for the Trust. Core aspects of the role include:

- Identifying and winning new business from existing and new customers
- Developing business cases and proposals for new market opportunities
- Identifying and developing key contact networks, relationships and partnerships
- Developing and implementing a strategic approach to marketing and brand development
- Inspiring a dynamic cultural shift onto operating in a customer focussed, business environment



Specialist Recruitment hays.com

5 Boroughs Partnership NHS Trust

This is a role where you can apply your commercial business development skills and creative flair to see an immediate and visible impact on service users. Whether from the private or wider public service sectors, we are interested in hearing how your skills will add value to our organisation. To be successful in this role you will be of graduate calibre or equivalent and be able to demonstrate:

- A track record of successfully developing and winning new business
- Proven ability to develop and implement successful business cases, proposals and marketing strategies
- Outstanding interpersonal, negotiating and influencing skills gained at board level or equivalent
- Proven evidence of managing change
- The ability to lead and work as part of a cross-functional, multi disciplinary team where your contribution is highly visible

For more information and to apply for this highly attractive role please visit www.hays.com/jobs/5BPNHSTrust or contact

Simon Potts T. 01625 419653 E. simon.potts@hays.com or
Ruth Munday T. 0207 799 8620 E. ruth.munday@hays.com

Closing date for applications is 28th July

Australia Austria Belgium Brazil Canada China Czech Republic Denmark France
Germany Hong Kong Hungary Ireland Italy Japan Luxembourg Netherlands New Zealand
Poland Portugal Singapore Slovakia Spain Sweden Switzerland UAE UK