

## JOB DESCRIPTION

**Job Title:** Commercial Director

**Grade:** Director

**Directorate:**

**Accountable to:** Chief Executive

**Reports to:** Chief Executive

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## 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 and 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, talking 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 as 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 it's 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.

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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: