

# JOB DESCRIPTION

<b>Post title:</b>	Associate Director Innovation Adoption
<b>Directorate:</b>	Health Innovation Wessex (HIW)
<b>Grade:</b>	8c
<b>Hours per week:</b>	37.5
<b>Term:</b>	16 Months – secondment considered
<b>Accountable to:</b>	Deputy Chief Executive/Director of Innovation Adoption
<b>Accountable for:</b>	Leading a number of strategic programmes on Innovation Adoption for a locality (ICS geography) in Wessex. Consolidating and extending links between HIW partners (NHS providers, ICS's, commissioners, clinical networks, industry partners and academic researchers across Wessex), regional and national colleagues in the programme area. Accountable for general organisational leadership through membership of the Senior Leadership Team.
<b>Main purpose:</b>	The Associate Director will have a pivotal role in developing and delivering coherent and ambitious strategic programmes for Innovation Adoption that encompasses the needs of Wessex system partners, regionally and nationally. They will deliver transformation efforts by ensuring detailed plans are developed and implemented, leading a team, and working closely with system partners and other teams across HIW. The Associate Director will have a lead role for a locality (ICS geography) in Wessex responsible for the relationship and partnership activities to deliver an agreed delivery plan. They will also lead on a number of cross cutting themes for the organisation, and certain aspects of organisational development.

**Key working relationships:**

- ICS senior teams in Dorset and Hampshire and Isle of Wight
- Senior executives and clinicians in local NHS providers and member organisations (Trusts, primary care, Universities) - for example Chief of Strategy, Chief Medical Officer, Directors of Partnerships, Directors of Operations, Clinical Leads, research active clinicians, service transformation leads, clinical entrepreneurs, digital leads or Heads of Analytics.
- HIW senior leadership team
- HIW clinical leads
- HIW board members
- HIW programme managers
- Key national and regional commissioners
  - NHS England Innovation, Research, Life Sciences and Strategy Team (IRLSS), and other NHS England functions (as required)
  - Office of Life Sciences (OLS)
  - National trade bodies such as Association for British HealthTech Industries; Association for British Pharmaceutical Industry; TechUK
  - National innovation funders such as Innovate UK. Companies in the life sciences, medtech and digital industries
  - Wessex academics/ researchers in corresponding fields
- Wessex Health Partners
- Other Health Innovation Networks (HINs) and key partners including Wessex Applied Research Collaborative (ARC), Wessex Clinical Research Network (CRN), Wessex Cancer Alliance, Wessex Health Partners, local authorities and wider members of local Integrated Care Partnerships (ICPs)
- Companies – start-ups, entrepreneurs, medium-sized and large corporate, social enterprise, Innovation funders – Innovate UK, SBRI, charitable funders, angel investors, venture capitalists.

**General duties:**

**Managing HIW programme portfolios**

- Developing and delivering a strategy for assigned programmes and developing an innovation adoption strategy for Wessex
- Managing a complex suite of programmes, delivering to quality, time, and budget; working with system partners, suppliers and others across HIW
- Co-ordinating a set of key stakeholders and supporting the development of strategic programmes, providing direct management for some elements and delegation within team to ensure programme delivery
- Ensuring an ongoing understanding of national, regional and other requirements and expectations of the health service with relation to programme responsibilities

- Identifying and evaluating the impact of innovative service developments and technology solutions on patient outcomes and NHS services
- Developing implementation models in collaboration with appropriate stakeholders, evaluating feasibility of local implementation for HIW partners
- Leading specific national programmes on behalf of the national Health Innovation Network
- Seeking out and securing opportunities for external funding and lead activities required to secure these communicating requirements and instructions to multiple stakeholders and organisations
- Working with finance to ensure appropriate budgets are set aside as part of the annual planning process, and act as budget manager
- Ensuring that there is regular engagement with the ICS's in terms of current strategic programmes and digital innovation and transformation
- Working collaboratively with HIW Associate Directors to ensure alignment of work plans and programmes across multiple organisations.
- Deputising for the Deputy Chief Executive as necessary

#### **Programme planning and delivery**

- Leadership of business planning and delivery for the whole spectrum of HIW work on assigned programmes
- Managing a complex portfolio of projects with multiple partners, varying funders, varying end-customers and at different stages of maturity from early feasibility testing to market-ready products ensuring these comply with the necessary Information Governance requirements
- Identifying and building combinations of technologies/innovations from different sponsors which, when brought together, may have greater transformative power for the NHS
- Supporting and coordinating internal and external funding applications for development and/or implementation of projects. Funding bids can be from five to seven figure sums
- Mapping health programme related academic strengths within Wessex and for ensuring that systems are in place to keep this mapping up to date
- Prioritising and planning the deployment of the team resources (staff, data, non-staff) in the context of demand for support, always exceeding capacity

- Developing and sustaining a broad knowledge of the key scientific, technological and social drivers of innovation and their impact or likely impact on health care systems
- Co-ordinating programme teams from a number of stakeholders including a range of clinical and administrative staff employed within member organisations
- Commissioning and managing support programmes from external partners
- Interpreting often complex evaluation of/research (clinical, financial, behavioural, economic) into innovations/combinations of innovations and working with innovators to determine implications for the programme and for overall project reporting and management.

#### **Reporting and programme dissemination**

- Progress reporting to different stakeholders including partners, national commissioners (e.g. OLS and NHS England), HIW board, Wessex NHS commissioners and providers
- Delivering a formal programme output evaluation report, including impact on future workforce development requirements
- Managing the production of effective promotional material and appropriate media material for the programmes and their key outcomes, to support implementation
- Presenting the work of the programme and broader HIW programmes in regional and national fora
- Building and developing systems of knowledge exchange in these fields both within HIW and across its membership.

#### **Relationship building and liaison**

- Responsible for HIW partner engagement and management on progress where the context is high risk and judgements need to be made about helping to build resilience in the face of project set-backs or closing down support where there is likely to be high-levels of on-going emotional and financial investment by key partners
- Creating, developing and maintaining effective relationships with key external bodies and key stakeholders from a very wide range of backgrounds and cultures, often negotiating partnerships where there are potentially conflicting goals.

#### **Income generation**

- Identifying and delivering opportunities for HIW to diversify and expand its income sources in support of its Wessex members by understanding stakeholder needs across industry, academia, the NHS, third sector both in UK and internationally; and shape

commercially attractive value propositions for specific stakeholders.

- Managing tendering processes and contract delivery – which may include contracts with value in excess of £100k per annum for services.

### **People Management**

- People management and support through experience of leadership of teams and collaborative programme management across organisational boundaries
- Directly line managing programme managers and wider programme team members
- Managing and prioritising workload of the strategic programme teams (including staff from the Innovation Adoption Team)
- Delegating appropriate authority to the senior programme managers for the management of service delivery and/or performance, absence, disciplinary, grievance matters, where applicable
- Ensuring all staff are working in accordance with organisational policies, procedures and values
- Ensuring team receive annual appraisals and personal development support.

### **Leadership**

- As a member of the HIW senior leadership team (Directors and Associate Directors), contributing to the overall leadership of HIW, including taking a lead responsibility on ad-hoc cross cutting initiatives
- Overall leadership of innovation adoption programmes and other programme portfolios should they arise
- Ensuring portfolio programmes workload and staff allocation enables effective delivery and acting as a point of escalation to unblock issues as necessary.

### **Analysis**

- Using analytical information to influence strategic direction gathering data on quality and innovation improvement and efficiency savings and evaluating and advising on potential impact of system wide implementation
- Evaluating the outcomes, in particular any financial benefits and the strengths and weaknesses of implementation model(s)
- Analytical and judgement skills; analysis of data, assessment of projects and identification of areas for collaborative working; develop strategies, plans advice in areas where opinion differs.

### **Policy development/ service improvements**

- Developing and sustaining a broad knowledge and understanding of the direction of national policy, and policy context shaping opportunities for innovation – for example, both changes in health policy such as the development of integrated care systems and changes in broader areas which may create opportunities for innovations, for example, changes in “green” policies. And for applying this knowledge to the shaping of local policies and frameworks for innovation support and adoption
- Contributing to the ongoing design, development and operation of HIW’s “innovation pathway”, providing support to entrepreneurs from advice on the initial idea, to signposting/ supporting exploring funding sources, to testing the value proposition, to support for commercial and non-commercial routes to market.
- Developing and delivering a HIW strategy for innovation adoption to support the development of strategic plans nationally and across the region and link these to the opportunity for large scale change in innovation policy, processes and spread
- Building strong links with partners and identifying gaps where HIW could facilitate the development of marketable solutions. Raise the profile of innovation adoption programme in the area and beyond.

### **Spread, roll-out and scalability of projects**

- Developing models for the spread and roll-out of projects
- Preparing business cases including cost-benefit analysis and predictive models of potential scaling-up activities for projects.

### **Budget and value of projects**

- Managing overall programme budget with multiple elements and monitoring of delegated project budgets within team
- Ensuring programme budget is managed in accordance with HIW financial rules and practices
- Responsible for budget planning and forecasting.

### **Information systems**

- Selecting appropriate software and reporting tools to accurately produce programme outcomes/ monitoring / progress in line with mandatory national NHS England contract and Health Innovation Network metric reporting requirements.

### **R&D**

- Advising companies/entrepreneurs on evaluation models/research that will be appropriate for their work and overseeing the integrity of evaluation/research as it progresses.

### **Communications**

- Networking, influencing and persuading at a national and regional level
- Ensuring effective communications between programme partners in the design and delivery of the programme; and effective communication with all stakeholders within HIW programmes
- Working with HIW communications function and partner communication functions to develop highly creative ways of engaging with the NHS, innovators and the public on current strategic programmes
- Developing good working relationships with stakeholders, to ensure good visibility and support to HIW members
- Explaining highly complex ideas simply and activities, dependencies and risks associated with projects and programmes to non-digital specialist individuals
- Building effective relationships with staff across the organisation and with suppliers and inspire them to deliver effectively and efficiently amongst competing priorities
- Leading on the development of communications related to current strategic programmes (working with the communications team) and ensure that there is regular messaging to staff and system partners on this topic.

### **Values and Behaviours**

- Complying with corporate policies and processes
- Model the values and behaviours adopted by HIW specifically: demonstrating a culture of collaborative, agile cross-team working and a commitment to delivering quality service and outcomes
- Whilst staff are appointed to specific roles, there will be a need for all staff to be prepared to be deployed flexibly to reflect the needs and priorities of the Health Innovation Wessex. This includes adapting style and approach to meet business/commission needs to deliver within resource and financial budgets..

This job description is not exhaustive and is intended to be a guide to the principal generic duties and responsibilities required of the post only. It may be amended at any time with the agreement of the post holder and the post holder's line manager



<b>Health and Safety:</b>	Staff are reminded of their responsibility to take care of their own personal safety and others whilst at work. In addition, no person shall interfere with, or misuse anything provided in the interests of health, safety and welfare.
<b>Infection Prevention and Decontamination of Equipment:</b>	All staff are reminded of their responsibility to adhere to Trust and Departmental Infection Prevention Policies, including policies for the cleaning and decontamination of equipment, in order to protect their own health and that of other employees, visitors and patients.
<b>Child Protection/Safeguarding</b>	All staff providing services to patients and children are reminded of their responsibility to adhere to Trust and Departmental Child Protection and Safeguarding policies including employment checks.
<b>Confidentiality</b>	<p>All employees of Southampton University Trust are reminded of the need to treat all information, particularly clinical and management information, as confidential.</p> <p><b>Any employee who wilfully disregards Trust and Departmental policies may be liable to serious disciplinary action including dismissal.</b></p> <p>This job description will be reviewed yearly as part of the annual individual performance review, to ensure that it reflects the responsibilities of the post. No changes will be made without full consultation with the post holder.</p>
<b>Last Updated</b>	24 April 2024