NHS England

Job description and person specification

Position			
Job title	Assistant Director for Digitisation	**Directorate/ Region**	Strategy & Transformation South East
Pay band	**AFC Band 8d**	**Responsible to**	Deputy Director for Digital Transformation and Diagnostics
Salary		**Accountable to**	Director for Digital Transformation
Tenure	Permanent/Full Time	**Responsible for**	Responsible for day to day work related to Digitisation programmes across the South East Region
Funding Arrangements	Choose an item.	**Base**	Hybrid

Our Organisation	NHS England Values and Behaviours
NHS England leads the NHS in England to deliver high quality care for all. We support NHS organisations to deliver better outcomes for our patients and communities, work to get the best possible value for taxpayers, and drive improvement across the NHS.	Having listened to our staff over the last year, we aim to create a healthy and high performing organisation, underpinned by the NHS Constitution values: • Working together for patients • Respect and dignity • Commitment to quality of care

Through our [seven regional teams](#), NHS England supports local [integrated care systems](#), made up of public services that provide health and care – NHS organisations, primary care professionals, local councils, social care providers and the community, voluntary and social enterprise sector – to improve the health of the population, improve the quality of care, tackle inequalities and deliver care more efficiently.

From April 2023, NHS England, Health Education England and NHS Digital will be one single organisation, putting workforce, data, digital and technology at the heart of our plans to transform the NHS.

- Compassion
- Improving lives
- Everyone counts

Our people all have a part to play in helping to shape and develop our culture and in embedding and living these values.

Our behaviors: leading by example:
- We prioritise patients in every decision we take.
- We listen and learn.
- We are evidence-based.
- We are open and transparent.
- We are inclusive.
- We strive for improvement

Service and team	About the role
As the Assistant Director for Digitisation, the post holder leads and works closely ICS providers and Diagnostic networks covering a large portfolio of transformation programmes which will deliver digital maturity through modernisation and digitalisation of data flows, infrastructure including supporting the implementations of remote working, imaging standards and interoperability	As an Assistant Director for Digitisation, the post holder will work as part of a dynamic team in delivering an effective service supporting managers and staff across the frontline digitisation and digital transformation of Diagnostic process, tools and pathway areas of operation. Providing direction and support to provider CIOs and diagnostic networks across the South East with specific focus upon improving digital maturity and developing pathology and imaging networks; Co developing diagnostic strategy and plans with SE diagnostic networks to clearly articulate how systems will improve diagnostic services. Driving the uptake of digital transformation.

- The postholder formally reports to and deputises for the Deputy Director for Digital Transformation and Diagnostics

- The postholder will develop and maintain effective working partnership with Assistant Director for Digital Connectivity to ensure that the sharing of diagnostic data is part of the interoperability standards and data flows being developed ad delivered across health and social care.

- Effective working with clinical diagnostic leads to ensure that the service redesign for digital workflows within and across diagnostic networks including both secondary and primary care

- Effective working relationship with stakeholders in the development of Diagnostic networks transformation strategies and ensuring these strategies are aligned to STP/ICS Digital transformation Strategies across regional and local levels.

- Effective working relationships with CIOs and transformation leads delivering the levelling up programme, DMA and EPR programme to implement the EPRs across the SouthEast

- To help ICS's to develop digitally enabled services that are compliant with sustainability approaches and offer accessible and connected care for patients and staff
- Support ICS's with identification, risk management and mitigations in relation to the adverse effects of climate change on digital and data services
- Support ICS's in designing services that use digital technology to calculate and reduce the carbon footprint, reduce paper usage and power consumption in trusts and in community based services
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The post holder is responsible for facilitating and assuring delivery of digitally enabled transformation across the region through specific areas of work: -
1. Consolidate business cases across all pathology networks and ensure that they have a plan to replace the LIMS systems across all secondary care settings
2. Support the national roll-out of Digital Pathology capability
3. Secure investment in Image Sharing platforms to support Imaging Network implementation and have the technology solutions they require
4. Work with the national frontline digitisation programme team to provide regional assurance and oversight to the frontline digitisation programme across the South East
5. Facilitating the national roll-out of Home Reporting for diagnostic radiology to maximise and optimise the workforce
6. Work with the National DMA team to ensure that all ICSs, Providers and care complete their DMA surveys. Providing assurance and a point of contact
7. National roll-out of clinical decision support (iRefer) embedded within electronic order comms workflow in primary and secondary care
8. Reviewing of Imaging and pathology data standards
9. Ensure that there is a roadmap to achieve digitisation of Histopathology and work in place to develop a Pathology Network approved Digital Pathology business case
10. Ensure Regional Digital Transformation teams are mobilised to support Networks to deliver

The post holder will develop effective strategy and operational policies for promoting innovation across Cluster and Sector. Working closely with colleagues across the sector, ensuring coherent strategy and will:

- Drive the strategy for, supporting and ensuring alignment across the system
- Drive reform and support organisational change and uptake of

initiatives that support excellence

- Develop and communicate the vision for the role of innovation, and the development of strategy and operational policies to support this vision
- Engage with key strategic regional and national policy makers to inform development of strategy and policies
- Identify examples of national and international best practice and to ensure that NHS England benefits from relevant innovations in healthcare
- Support development by developing the innovation infrastructure and capacity in organisations
- Develop and champion new initiatives or projects as necessary
- Working with providers and clinical experts to design new training products
- Provide expertise of best practice methodologies regulatory requirements, policy imperatives, innovation and technological developments and stakeholders knowledge.

Key Job specifics and responsibilities	Key accountabilities	

Improving quality and outcomes

- To work with Imaging and Pathology networks to develop strategies, business cases and plans for digital transformation that support improvements in patient outcomes across the region

- To ensure that there is effective data sharing standards and processes in place that benefit clinicians and patients alike

- To work collaboratively across the NHS England matrix, including integrating the National Director's portfolio.

Enabling patient and public involvement

- To act as a champion for patients and their interests and involve the public and patients in the policy development and decision-making of NHS England

- To ensure all public and patient contact with the office is of the highest professional standard

- To embed patient and public involvement within NHS England at all levels of decision making

Promoting equality and reducing inequalities

- To uphold organisational policies and principles on the promotion of equality

- To create an inclusive working environment where diversity is valued, everyone can contribute, and everyday action ensure we meet our duty to uphold and promote equality

Key Functional Responsibilities

Operational

- Accountable for developing and delivering strategy, promoting innovation and supporting operational excellence in the Sector. Working with a range of data, facts and situations often requiring detailed analysis and interpretation making decisions on the most appropriate approach.

- To monitor, interpret and quality assure progress against deliverables. Quality assurance and progress of deliverables to NHS England that often require adjustments specifically in relation to the complex corporate business agenda, strategic objectives and the business planning process.

- To develop business plans and provide expert strategic and policy advice and guidance on all areas of the National Director's portfolio.

Financial and Physical Resources

- Responsible and accountable for a range of projects/ and or programmes and initiatives.
- Budget setting across a range of services/areas, managing and monitoring related activity, liaising with finance colleagues to ensure appropriate costing and ensure compliance with Standing Financial instructions and Standing Orders.
- Develop commissioning/ service models that ensures value for money and promote excellence.
- Constantly strive for value for money and greater efficiency in the use of these budgets and to ensure that they operate in recurrent financial balance year on year.

Partnership and cross boundary working

- To develop shared work programmes of diagnostic transformation with partners in ICS/STPs, regional and national teams through a matrix of partnership working in the design and information flows across the health system nationally, regionally and locally

- To work proactively and in partnership with all areas of NHS England and other ALBs, including Regional and local representatives as well as working with other key national statutory, non-statutory and professional bodies in the health and care system in the development of the Digital Diagnostic strategy and implementation approaches.

Leadership for transformational change

- To model a collaborative and influencing style of working, negotiating with others to achieve the best outcomes. Embedding this approach across the Directorate

Using insight and evidence for improvement

- Ensure that the development of the digital diagnostic strategy is evidence based, and that approaches for implementation are feasible, value for money and affordable, drawing on national and international leading edge approaches to evidence and insight.

- In collaboration with the NHSX Portfolio Management Office and Benefits teams, ensure development of robust impact assessments, options appraisal and strategic outline cases, in line with government and other relevant best practice, to support development and approval of strategy, development plans and implementation and subsequent review and evaluation approaches.

Developing an excellent organisation

- To ensure the health, safety and wellbeing of all staff within the department

- To ensure compliance with all confidentiality and governance requirements within the department

- To adhere to the NHS Managers Code of Conduct and any other relevant professional codes of conduct at all times.

- To ensure regular, productive and open communication with staff who they lead (e.g. Directorate and matrix teams)

People Management

- Manage the function/programme, building a collaborative working environment and an innovative culture
- Transfers expertise and knowledge as appropriate, regarding innovation issues throughout the team and also externally to Directors and lead providers – including developing and delivering formal briefing/training to promote innovation.
- Support an effective matrix approach to achieve NHS objectives.
- To manage, motivate, inspire and develop staff within the team to ensure that they are able to deliver the responsibilities of NHS England.
- Responsible for the recruitment and development of the Directorate staff, including undertaking appraisal, staff develop and where appropriate progressing employee relation matters.
- Responsible for managing multiple functions within the directorate.

Research and Development

Information Management

- Responsible for the development, management and maintenance of systems and framework across the organisation.
- Partners with the business to ensure that information management needs are met in order to enable effective planning and monitoring of quality.
- Responsible for the development and delivery of data systems across the organisation.
- Responsible for the design, development and implementation of information systems within the directorate rather than data systems.

- Develops an innovation strategy including research and development to identify, develop and promote best practice
- Drawing from experience and expertise in other academic fields and industries, ensures that the organisation benefits from relevant innovations
- Highlight, promote and report innovative approaches to education and training, particularly their impact on service
- Commission and co-ordinate and Research and Development strategy to drive innovation

Planning and Organisation

- Accountable for developing and owning the operational strategy and working with the team to ensure that this is incorporated into the consolidated plan.
- Develops plan for the delivery of the role's responsibilities including identifying interdependencies, managing risks, modelling the potential impacts on the wider organisation, determining resource requirements and building in contingency where required.
- Contributes to the strategic planning process and delivery of priorities and manages consequential adjustments to activities.
- Chair or attend as appropriate, meetings with varied internal and external key stakeholders to facilitate the delivery of the strategic objectives.

Policy and Service Development:

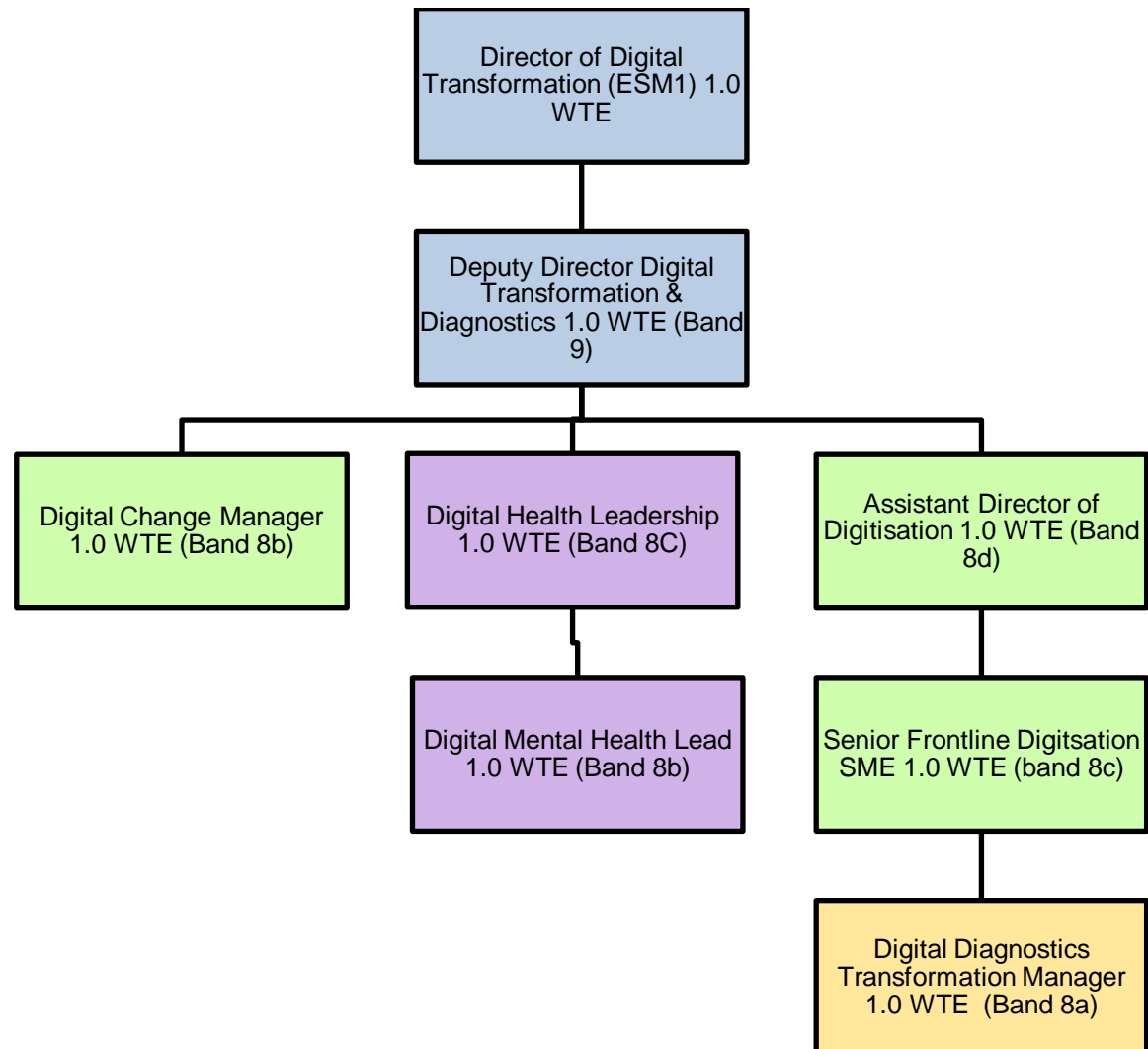- Promote the adoption of innovative strategies and techniques.

- Responsible for proposing and drafting changes, implementation and interpretation to policies, guidelines and service level agreements (SLA's) which may impact service delivery and Sector.
- Working across multiple agencies both within and outside of the NHS, equivalent to a directorate when compared to other NHS provider organisations.
- Lead on policy development with impact across the organisation.

Key Working Relationships

- Build and maintain good working relationships with a broad range of internal and external stakeholders on a range of business sensitive issues.
- Lead as the expert; integrating systems and managing effective working relationships with the appropriate stakeholders.
- Manage potentially aggressive and/or antagonistic situations with staff and stakeholders within change programmes for successful outcomes often dealing with complex and conflicting issues with staff and stakeholders.
- Link with managers and members of other initiatives to address inter-dependencies and ensure alignment.
- Employ effective communication, negotiation and influencing skills to enable an effective change management with stakeholders at all levels (including senior management) who may hold differing and contentious views.
- Represent the Sector in sensitive and political situations, delivering difficult messages where required to high-level audiences.
- Effective stakeholder management across different departments and at all levels, maintaining relationships with key and high-profile stakeholders, such as key strategic regional and national policy makers.

Organisational structure

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            ┌─────────────────────────────┐
            │   Director of Digital       │
            │ Transformation (ESM1) 1.0   │
            │           WTE               │
            └──────────────┬──────────────┘
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            ┌──────────────┴──────────────┐
            │  Deputy Director Digital    │
            │     Transformation &        │
            │ Diagnostics 1.0 WTE (Band   │
            │            9)               │
            └──────────────┬──────────────┘
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- **Director of Digital Transformation (ESM1) 1.0 WTE**
- **Deputy Director Digital Transformation & Diagnostics 1.0 WTE (Band 9)**
  - **Digital Change Manager 1.0 WTE (Band 8b)**
  - **Digital Health Leadership 1.0 WTE (Band 8C)**
    - **Digital Mental Health Lead 1.0 WTE (Band 8b)**
  - **Assistant Director of Digitisation 1.0 WTE (Band 8d)**
    - **Senior Frontline Digitsation SME 1.0 WTE (band 8c)**
      - **Digital Diagnostics Transformation Manager 1.0 WTE (Band 8a)**

MINDFUL EMPLOYER

POSITIVE ABOUT DISABLED PEOPLE

disability confident

Person specification				
Criteria		**Essential**	**Desirable**	**Evidence***
Qualifications		√		A/I
	Educated to Masters level or equivalent level or equivalent experience of working at a senior level in specialist area.	√		A/I
Knowledge and experience	In depth additional expert knowledge acquired in the following areas: - Diagnostics Digital transformation Stakeholder engagement Leading large business change programmes with political and policy imperative	√		A/I
	Subject matter expertise across a number of key areas relating to large politically sensitive programmes, diagnostics, digital transformation, complex business case development and stakeholder engagement at regional level and with experience in working with national teams in the NHS to translate and deliver policy change	√		
	Proven and significant leadership experience and/or formal management qualification	√		
	Evidence of post qualifying and continuing professional development	√		
	Must understand the background to and aims of current healthcare policy and appreciate the implications of this on engagement	√		
	Should have an appreciation of the relationship between the Department of Health, the NHS England and individual providers and commissioning organisations.	√		
	Demonstrable experience of managing and prioritising a large budget with solid working knowledge of financial process requirements.	√		
	Previously responsible for a budget, involved in budget setting and working knowledge of financial processes	√		

	Member of relevant professional body			
Skills Capabilities & Attributes	Skills in regional wide stakeholder engagement in translating national NHS diagnostic policy into delivery plans at system level			
	Skills in complex business case development	√		
	Highly developed communication skills with the ability to communicate on highly complex matters and difficult situations			

MINDFUL EMPLOYER

POSITIVE ABOUT DISABLED PEOPLE

disability confident

		√		
	Ability to provide and receive, convey and present highly complex, sensitive and/or contentious information to large groups, responding openly to questions to ensure full understanding and engagement	√		
	Ability to communicate effectively with clinical, academic and all levels of staff			
	High level analytical skills and the ability to draw qualitative and quantitative data from a wide range of sources and present in a clear concise manner	√		
	Ability to analyse numerical and written data, assess verbal, written, numerical and draw appropriate conclusions	√		
	Demonstrates sound judgement in the absence of clear guidelines or precedent, seeking advice as necessary from more senior management when appropriate	√		
	Leadership, vision, strategic thinking and planning with highly developed political skills	√		
	Ability to demonstrate a high level of expertise in providing senior leadership	√		
	Ability to work on own initiative and organise workload, allocating work as necessary, working to tight and often changing deadlines.	√		
	Ability to make decisions autonomously, when required, on difficult issues.	√		
	Autonomy to undertake actions as a result of own interpretation of policy and guidance providing a source of expert advice to the organisation	√		
		√		
Values and behaviours	Commitment to and focused on quality, promotes high standards in all they do.	√		A/I
	Able to make a connection between their work and the benefit to patients and the public.	√		
	Ability to operate in a value-driven style consistent with the values of the public services and specifically with the new organisational values	√		
	Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others	√		
	Values diversity and difference; operates with integrity and openness	√		
	Works well with others, is positive and helpful, listens, involves, respects and learns from the contribution of others.	√		
	Consistently looks to improve what they do, look for successful tried and tested ways of working, and also seeks out innovation.	√		
	Actively develops themselves and supports others to do the same.	√		
	Needs to have a thorough understanding of and commitment to equality of opportunity and good working relationships both in terms of day-to-day working practices, but also in relation to management systems.	√		

	Self-awareness in teams of emotional intelligence, biases and personal triggers with cultural sensitivity and awareness.	√		
	Values diversity and difference operates with integrity and openness.			
	Embrace change, viewing it as an opportunity to learn and develop.	√		
	Demonstrates honesty and integrity and promotes organisational values.			
Other	Ability to travel across multiple sites where required	√		A/I

* Evidence will take place with reference to the following information:

A	Application form
I	Interview
T	Test or Assessment
C	Certificate

KEY TO JOB DESCRIPTION AND PERSON SPECIFICATION COLOUR CODING	
Light Blue	JOB SPECIFIC INFORMATION: Text **can** be amended or additional information inserted
Dark Blue	ORGANISATION SPECIFIC INFORMATION: Text **should not** be amended
Black	NATIONAL GENERIC INFORMATION: Text **should not** be amended (denotes banding)