

## COMMERCIAL MANAGER – POSTGRADUATE MEDICAL EDUCATION

<b>SERVICE CENTRE:</b>	HUMAN RESOURCES
<b>DEPARTMENT:</b>	Education and Development Department
<b>POST:</b>	Commercial Manager, Postgraduate Medical Education
<b>GRADE:</b>	8a
<b>Hours per week:</b>	37.5
<b>REPORTS TO:</b>	Assistant Director of HR-Education and Development Director of PGME Medical Staffing Manager
<b>ACCOUNTABLE TO:</b>	Assistant Director of HR-Education and Development
<b>Responsible for:</b>	Programme Co-ordinators x 2, administrative staff x 2 or as designated

### Key working relationships:

Director of PGME  
Assistant Director of HR-Education and Development  
Head of Clinical Skills and Simulation  
Medical Staffing Manager  
EWTD lead  
Programme Directors  
Education Supervisors  
Medical Education Leads (Clinical)  
Training Programme Co-ordinator  
Foundation Programme Co-ordinator  
Departmental Colleagues  
London and KSS Deaneries  
Foundation School  
Commercial Division (Assistant Director Commercial and Commercial Development Manager)

### Role of the Department:

The role of the Department is to support the Trust's strategic objectives for workforce development through education and development, to enable the delivery of excellent and cost-effective patient care. The department is responsible for the organisation and delivery of high quality training for medical students and junior doctors through the implementation of the Undergraduate and Postgraduate Medical Education Contracts. In addition, the department houses an internationally renowned Simulation and Skills Centre which actively generates income to support educational activities within the Trust.

### Job Summary:

The Commercial Manager will be responsible for the financial management of Postgraduate Medical Education and Clinical Skills and Simulation. This will include the development and delivery of business cases to support income generation and service expansion, responsibility

for management of the general budget and supplementary bids and the development and implementation of successful marketing strategies. He / she will work collaboratively with the Director of PGME and the Assistant Director of HR-Education and Development. Collectively they will ensure that all processes are in place to enable the Trust to provide a first class training environment for junior doctors and to meet the requirements of the Postgraduate Medical Education Contract. The PGME Commercial Manager will be the central point of contact for the London and KSS Deaneries and should be prepared to develop their knowledge and understanding of the training requirements for junior doctors within the Trust. The post holder will be responsible for maintaining a live database of all PG Medical Trainees within the Trust which will allow accurate tracking of trainees and ensure appropriate allocation of MADEL Levy funds to service areas.

The post holder will be responsible for programme managers and designated administrative staff within the Education Centre. He/she will work collaboratively with colleagues within the Education and Development team to maximise opportunities for multiprofessional working and ensure best use of educational resources.

The postholder will raise the profile of St George's Healthcare NHS Trust as a provider of external medical and non-clinical training with a wide range of organisations. They will also be responsible for assessing the profitability of existing training activities and future opportunities and maximising the contribution of those activities to the income position, whilst considering financial, reputational and wider commercial and strategic benefits that these developments can bring to the Trust

## **KEY RESPONSIBILITIES**

### **Operational and Financial Management**

- Deputise in the absence of the Director of Postgraduate Medical Education and the Assistant Director of HR-Education and Development as required.
- Manage delegated budgets in order to achieve financial balance and maximise use of financial resources.
- Monitor the profitability and the net contribution of the different programmes being delivered as an overall portfolio and to recommend any action that would improve the overall financial position
- Working collaboratively with the senior team prepare business cases for income generation and/or development of staffing and facilities and lead them through the commissioning process
- Ensure that developments in Postgraduate Medical Education and changes to funding mechanisms are communicated and implemented in a timely and appropriate way to all relevant stakeholders in Postgraduate Medical Education (PGME) within the Trust and that the value of any developments is clearly understood along with the time frame for implementation.
- Manage the live database of all junior doctors within the Trust – for those in training posts and in non-career grade posts.
- Work collaboratively with the Head of Medical Staffing and the London Deanery to create and maintain accurate information on junior doctor rotation grids and disseminate to all internal stakeholders.

- Provide accurate information, from the junior doctor database, to medical staffing and to finance to enable the Trust to ensure that MADEL Levy funding is allocated to appropriate service budgets
- Monitor the accuracy of databases recording junior doctor training activities and prepare reports as appropriate
- Authorised signatory for up to £5000
- Be responsible for the Dental, Vocational Training Scheme and GP programmes and where appropriate, their delegated budgets.
- Ensure that the environment and educational resources of the Education centre are maintained to a high standard

### **Education delivery**

- Act as the key contact within the Trust for the London and KSS Deaneries and disseminate relevant information to all key stakeholders
- Evaluate the benefits of collaboration with international centres where educational packages can be marketed and developed as income streams, in collaboration with the Commercial Division of the Trust
- Provide support for the Foundation Programme Co-ordinator and Training Programme Co-ordinator and ensure that all processes for training, supervision and assessments are in place to enable the provision of first class training programmes for junior doctors within the Trust
- Commission external education programmes for doctors in training where appropriate
- Lead the development, implementation and review of the induction programmes for all junior doctors including, responsibility for the management and development of the on-line induction platform
- Co-ordinate all clinical attachments for clinical observers ensuring placements do not exceed capacity / impact on the quality of training available for junior doctors within the Trust
- Be responsible for the development of the website and on-line learning activities for PGME

### **Leadership and Management**

- Manage and support the Postgraduate Medical Education team and designated administrative staff within the Education and Development Department
- Co-ordinate the day to day running of the Education Centre with the Head of Clinical Skills and Simulation

- Ensure that all designated staff have up-to-date appraisals and personal development plans in place
- Working collaboratively with the Head of Clinical Skills and Simulation, market the activities, programmes and facilities of the Education Centre within the Trust and externally to prospective users
- Seek out exemplars of best practice, where raising the profile of medical education and training has significantly helped to improve the Trust profile and production of commercial opportunities.

## **Governance**

- Ensure all necessary arrangements are in place for quality assurance visits from external monitoring agencies eg PTEMB, Deaneries and prepare all key stakeholders within the Trust
- Assist the DPGME and designated consultant to ensure the delivery/implementation of all key quality measures for Educational and Clinical supervisors participating in the training of junior doctors
- Ensure processes are in place for maintaining and internal monitoring of quality measures for PGME within the Trust and benchmark these activities against other similar organisations.
- Assist the DPGME in the preparation of the annual contract report and business plan for PGME
- Work collaboratively with the Assistant Director of HR-Education and Development in the design and implementation of Trust policies relating to training, appraisal and revalidation of doctors in training

## **General**

- 1 To have responsibility for the health, safety and welfare of self and others and to comply at all times with the requirements of health and safety regulations
- 2 To ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity
- 3 To promote equality of opportunity for staff and patients in accordance with the Trust policies and to ensure that no person receives less favourable treatment than another on the grounds of gender, marital status, race, religion, creed, colour, nationality, ethnic or national origin, sexual orientation, disability or any other reason
- 4 To undertake such duties as may be required from time to time as are consistent with the responsibilities of the grade and the needs of the service

St George's Healthcare NHS Trust is an Equal Opportunities employer and operates a No Smoking Policy

**Commercial Manager - Postgraduate Medical Education  
Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications and Training</b>	<ul style="list-style-type: none"> <li>Professional qualification or relevant degree</li> <li>Postgraduate development in a relevant field eg qualification and /or experience</li> </ul>	<ul style="list-style-type: none"> <li>Master's in relevant subject eg M</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Business management experience (minimum 3 years) with demonstrable track record of achievement in operational or educational management or demonstrable evidence of bringing about consensual change</li> <li>Extensive experience of leading and managing a multiprofessional team</li> <li>Experience of budget management</li> <li>Experience in the development and commissioning of business plans</li> <li>Experience of report writing for senior-level presentations</li> <li>Experience of working with on-line learning tools</li> <li>Experience and understanding of marketing strategies</li> <li>Evidence of implementation of innovative systems</li> </ul>	<ul style="list-style-type: none"> <li>Experience of commissioning training / education from external providers or engagement with external organisation in form of part-time working.</li> <li>Experience of contributing to development of novel knowledge management educational solutions</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Evidence of intellectual flexibility</li> <li>Demonstrable ability to motivate and manage a team</li> <li>Ability to understand complex issues, problem solve and propose solutions</li> <li>Able to work to set timescales, to deliver within resources</li> <li>Able to use standard computer software eg Word, Powerpoint, Excel</li> <li>Ability to maintain an on-line learning tool</li> <li>Well developed leadership and influencing skills plus astuteness in understanding and working with</li> </ul>	<p>Experience of assessing and introducing CRM systems and interconnecting databases/ information portals to build information on potential commercial opportunities</p>

	complex policy	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• In-depth understanding of contemporary issues for training of junior doctors and their supervisors</li> <li>• Sound understanding of assessment processes for junior doctors</li> <li>• Understands the concept of governance and quality monitoring in relation to educational services</li> <li>• Electronic Staff Record systems</li> <li>• Adult learning styles</li> <li>• Administrative processes</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills</li> <li>• Effective team worker, able to contribute to the wider Education and Trust agendas</li> <li>• Demonstration of interpersonal sensitivity, a facilitative approach to working with colleagues.</li> </ul>	