

COMMISSIONING BUSINESS SERVICES AGENCY (CBSA) JOB DESCRIPTION

Post Title: Senior Account Manager
Reports To: Head of Account Management
Band: 8b

1 Job Purpose

The CBSA is an organisation being set up on behalf of the 17 PCTs in the West Midlands. Its prime purpose is to provide timely, accurate and up to date contract management information and supporting analysis to enable PCTs to improve their commissioning and contracting.

A key element and a pre-requisite to the successful operation, of the CBSA is the concept of Account Management. In order to provide PCTs with a high class and specific service about the contract performance of any acute provider in the West Midlands, an Account Management team is to be established. Each Account Manager will be responsible to a number of PCTs for the contract position of a specific acute trust. The Account Managers will combine skills in numeracy, negotiation, operational management and informatics to provide a service to PCTs that provides an up to date position on any acute contract. More-over working with the acute provider as their PCT "expert" the account managers will forge a professional relationship between PCTs and providers to minimise the need for contract resolution.

This post is accountable to the Head of Account Management for the successful operation of the Account Management amongst a cluster of PCTs. The purpose of the post is to:

- To manage a specialised account management team providing a service to a cluster of PCTs/Commissioners in relation to a defined group of Provider Organisations.
- To assist in the development of strong and effective relationships between the respective parties and resolve any issues or disputes that may arise.
- To manage the analysis and communication of complex data to the client group.
- To provide support, training and advice to staff within the PCTs, Commissioners and other associated organisations.

2 Organisation

(See structure chart attached)

3 Dimensions

Staffing Responsibility - c 6 Account Managers and Analysts

4 Principal Accountabilities

- Develop strong external relationships between commissioners and specialist NHSFTs together with non-specialist NHS Trusts and their commissioners
- Plan and define the approach to implementing contracts and SLA's with Foundation Trusts and University/Teaching Trusts
- Participate in, and contribute to the management of, business development projects.
- Deliver increasing value and numbers of projects between Trusts and PCT's through positive delivery of CBSA benefits
- Development and delivery of all account management plans in conjunction with appropriate organisations, sponsors/stakeholders via collaborative working
- Ensure logistics of account plans are fully analysed, assessed and opportunities are fully understood by all parties
- Manage the provision of activity data, give feedback on contract performance, and resolve queries
- Manage and support the Account Manager in delivering targets and account maximisation
- Manage short and long term contracts between PCT's and Providers
- Manage SLA's agreed by PCT and Providers
- Demonstrate a high level of positive and constructive communication between Provider, Commissioner and PCT organisations
- Resolve any disputes and issues that arise between the three parties
- Develop strong external relationships between non-Specialist NHS Trusts and their Commissioners
- Develop strong internal relationships with CBSA Analytics and Modelling Team, Account Analysts and Data Analysts/IT Specialists
- Responsibility to attend regional meetings and client meetings (which may involve the use of public transport) on behalf of the CBSA

4.1 Management Role

- The day to day management of the team including recruitment, discipline, absence management, objective setting, performance review and personal development planning.
- The development of short and long term project plans in relation to their client group
- The development of and contribution to policies relating to the Account Management Directorate and the CBSA corporately
- Deputise for the Head of Account Management as required
- To oversee the financial management for the cluster of PCTs contract portfolios for acute services – amounting to over £10m. This is the level of direct budgetary support given by the CBSA to a cluster of PCTS in the West Midlands

General

- Engage in professional development/quality assurance – development of self and team, development of QA processes
- Facilitate the implementation/formulation of commissioning plans (which extend beyond current financial year) by collaborative working, monitoring progress, identifying and taking appropriate action to ensure the developments remain on target
- Ensure that the philosophy and best practice of “Improving Working Lives” are adopted, openly discussed and implemented/ actioned

- Ensure that processes exist for effective communication with all staff, irrespective of working patterns and that staff involvement in decision making is positively encouraged and that staff are fully engaged in changes affecting them
- Ensure that the findings of the staff survey are openly discussed and action plans developed and implemented
- As a manager you are responsible for promoting diversity and equality of opportunity across all areas of the CBSA. This applies in service delivery, as an employer and for staff under your management control. You should also ensure they are aware of their equal opportunities responsibilities and that their performance in this area is included in the appropriate performance review
- Provide & Receive highly complex sensitive and contentious information – analyse it – and present the results concisely to individuals, meetings or negotiations
- Lead and conclude highly contentious negotiations with providers to the benefit of the PCTs
- Communicate complex matters in a simple and explicit way
- Very good communications skills
- Requires good computer skills and levels of numeracy and literacy
- Plan and organise complex activities or programmes, requiring formulation and adjustment
- Undertake long term modelling and planning within only broad parameters
- Undertakes strategic business and relationship planning to ensure services meet the requirements
- Responsible for the operation of the contract management information systems for a cluster of PCTs
- Responsible for commissioning information systems, improvements and reporting

5 Contacts

Internal – CBSA teams, PCT staff

External – Commissioners, Foundation Trusts, other Trusts

6 Additional Information

The role requires:-

- The need for long periods of concentration in the analysis of complex data and the subsequent preparation of reports
- Formal presentations to be made to groups of varying sizes
- The need to convey data and data management concepts clearly and persuasively

General Conditions

Terms and Conditions of Service

The post is subject to the general NHS Terms and Conditions of Service and Dudley PCT's Employment Policies.

Flexibility

This job description is not intended to replicate every activity/task that the post-holder may undertake. It is written in broad terms, which capture the broad levels/ranges of competency and responsibility required within the job.

The post-holder may, with their agreement- which should not unreasonably be withheld- be required to undertake other duties which fall within the banding of the post, to meet the needs of this new and developing organisation.

Information Security and Confidentiality

During the course of your employment you may have access to, see or hear information of a confidential nature and you are required not to disclose such information, particularly relating to patients or staff. All personal identifiable information must be held in the strictest confidence and should be disclosed only to authorised people in accordance with NHS Confidentiality Guidelines (Caldicott) and the Data Protection Act unless explicit written consent has been given by the person identified, or where information sharing protocols exist.

The unauthorised use or disclosure of patient or other personal information is regarded as gross misconduct and will be subject to the Trust's Disciplinary Procedure and in the case of computerised information could result in a prosecution for an offence or action for civil damages under the Data Protection Act.

Public Interest Disclosure

The Trust's Whistleblowing Policy should be followed.

Health and Safety

Employees must be aware of the responsibilities placed on them by the Health and Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients, service users and visitors.

Risk Management

Staff at all levels have a responsibility for ensuring that risks are managed at work group and local level. This process will include the assessment and effective control of all acceptable risk situations.

As an employee you will be expected to maintain a high level of awareness and assist in the process of reporting incidents, assessing risks and reporting unsafe occurrences and co-operate with any investigation undertaken.

Employees will be required to adhere to all Trust policies and procedures and attend statutory and mandatory training.

No Smoking Policy

All employees must observe the Trust's No Smoking Policy which operates in all its premises.

Equal Opportunities Policy

The Trust is committed to equal opportunities in employment. Each employee has a responsibility to ensure they promote equality of opportunity for all. This includes how they respond to colleagues, patients/service users and relatives.

Standards of Business Conduct and Conflict of Interest

The NHS Code of Conduct and Standards of Business Conduct for NHS staff require all employees to declare all situations where you or a close relative or associate has a controlling interest in a business (such as a private company, public organisation or other NHS or voluntary organisation) or in any activity which may compete for any NHS contracts to supply goods or services to the Trust.

As an employee you are required to make yourself aware of and adhere to the Trust's Governance Policies such as Standing Orders and Standing Financial Instructions.

Development

All employees have a responsibility to participate in regular performance and development reviews with their manager to identify performance standards for the post. As part of the appraisal process there is a joint manager/staff responsibility to identify learning and development needs to meet the performance standards required of the post holder.

ATTRIBUTES/ SKILLS	KEY REQUIREMENTS	RAT
EDUCATION/ TRAINING	<ul style="list-style-type: none"> • Educated to degree level or relevant experience to an equivalent level with post graduate qualification in a relevant discipline • Significant specialist experience 	E
SKILLS/ ABILITIES	<ul style="list-style-type: none"> • Effective communication skills including the ability to communicate highly complex information. • Effective influencing, negotiating and motivational skills • Ability to give clear and effective presentations. • IT skills to develop/create reports, documents or drawings • Ability to produce written reports to a high standard • Ability to plan and manage workload effectively • Ability to prioritise and manage time effectively 	E
KNOWLEDGE/ EXPERIENCE	<ul style="list-style-type: none"> • Account management skills and specific experience in contract and stakeholder management • Detailed knowledge of scope and content of service/development areas within provider organisations • Knowledge and understanding of NHS Performance and Modernisation Agenda • Understanding of NHS data definitions, standards and information requirements across the NHS. • Commissioning process and procedures 	E
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Self starter, highly motivated and results orientated 	E

	<ul style="list-style-type: none"> • Leadership qualities with ability to train, motivate and develop staff 	
ANY OTHER	<ul style="list-style-type: none"> • Ability to travel as there will be a frequent requirement to travel within the health economy and occasionally nationally 	E

Rating Key: E =Essential D =Desirable