

**Primrose Hospice**

St. Godwalds Road, Bromsgrove B60 3BW

**Care t:** 01527 871051 l **Fundraising t:** 01527 889796

**E:** info@primrosehospice.org l **w:** www.primrosehospice.org

Company registration number 2211941 l Registered charity number 700272

**Head of Clinical Services**

**Information Pack**

**November 2021**

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**About Us**

Primrose Hospice and Family Support Centre has been providing care and support to patients in North-East Worcestershire since 1987. The original hospice opened at Hill Top in 1987 before moving to the current location in St Godwald’s Road in 1991.

Primrose Hospice is an independent charity, offering care and advice to patients living with a life-limiting condition and supporting their families in the North-East Worcestershire area.

We provide a Day Therapy service delivering a range of support for patients in a relaxed and welcoming environment. Patients can also benefit from our Clinical Nurse Specialist clinics, Physiotherapy and Occupational Therapy services. We host and support multiple groups and have an established Wellbeing service open to patients, carers and relatives.

Our Family Support Service offers individualised support to adults and children including a counselling service, benefits advice and complementary therapy.

We currently have fifty members of staff and over 350 volunteers working across Primrose Hospice in various departments including Care, Family Support, Fundraising, Finance, Retail and Administration. Our six retails units are based in Bromsgrove, Redditch (3 shops), Rubery and Droitwich. Fundraising and Retail teams are vital in raising funds to support our core activities.

As an independent charity, we rely on the support of individuals and businesses to help us to raise the £1.75 million needed each year for us to provide our services free to all who require them. Approximately 13% of our income is centrally funded, with the remainder being generated internally via proactive income generation activities.

**About You**

We are looking for a registered nurse with the appropriate skill and experience to lead a multidisciplinary team of dedicated staff to provide exceptional care and support to our community.

You will need commitment to our cause and the ability to further develop our range of services and increase the number of people who benefit from Primrose Care and Compassion.

You will be an experienced and inspirational leader with a passion for supporting those at end of life and possess significant experience of leading and motivating others.

**Benefits**

* An opportunity to join a highly regarded local charity and participate in all its activities.
* A chance to lead a committed and supportive team who are providing caring and compassionate clinical services in an organisation rated “Good” by the CQC.
* This is an exciting time to join Primrose Hospice and have a role in further developing our services based on the foundations created by the previous post holder.
* As a member of the Senior Leadership Team, you will have a significant managerial and strategic role within the organisation.
* Access to training, development and clinical supervision.
* Free onsite parking and refreshments.
* Core working hours based round 5-day week with flexibility for the right candidate.
* Enrolment into either the NHS or NEST Pension Scheme (we will honour NHS pension scheme for existing members).

**Our Vision Statement**

To provide the best possible care and support to anyone in our catchment area who requires our services, ensuring choice and empowerment for every individual.

**Our Mission Statement**

Primrose Hospice is a charity which enhances quality of life for people with life-limiting illness in North-East Worcestershire; in addition, we provide care and support for families, carers and friends.

**Details**

**Salary Circa** £47,940

**Contract Type** 37.5 hours per week, permanent

**Days of working** Monday to Friday

An Enhanced Disclosure and Barring Service check is required for this post

**How to Apply**

Please apply through NHS jobs (Reference Number: B0257-21-9057)

Details are available on our website: [www.primrosehospice.org](http://www.primrosehospice.org)

Please contact David Burrell, CEO, on 01527 871051 for an informal discussion about the role.

For any other information please contact:

Diane McCallion, Primrose Hospice, St Godwald’s Road, Bromsgrove, B60 3BW.

Telephone: 01527 871051

Email: [dianem@primrosehospice.org](mailto:dianem@primrosehospice.org)

Closing Date: 17th December 2021

Interview Date: 14th January 2022

**Job Description and Person Specification**

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| **Job Title:** | Head of Clinical Services |
| **Department:** | Primrose Hospice |
| **Location:** | Primrose Hospice Day Hospice, St Godwald’s Road Bromsgrove |
| **Hours:** | 37.5 per week |
| **Pay:** | Circa £47,940 |

**Role Summary**

The post holder is a key member of the Senior Leadership & Management Teams and will provide leadership and senior operational support on behalf of the Chief Executive Officer on operational management for all clinical services, ensuring the delivery of high-quality care in all settings.

In collaboration with other members of the management team, the post holder will contribute to the strategic development of the Hospice and work to ensure objectives are achieved.

As clinical services lead, the post holder will lead by example to assure high levels of professional performance and conduct, by ensuring all clinical services staff fulfil the requirements of their job descriptions and adhere to all organisational policies and procedures.

As part of the senior management team, the post holder will be responsible for monitoring performance against key targets, providing data to enable effective governance of services, informing strategic development and monitoring the external environment in order to anticipate changing demands on service provision.

The post holder will have specific responsibility for leading the operation and development of clinical services.

The post holder will ensure that the Hospice services are compliant with regulatory bodies, such as the Care Quality Commission and the National Patient Safety Agency. Lead the governance agenda for the Hospice across all service areas, ensuring compliance with the Clinical Commissioning Group, Quality Schedule and Healthwatch requirements.

The post holder is the Registered Manager for the Hospice with the Care Quality Commission.

The post holder is the Caldicott Guardian for the Hospice.

The post holder is the lead clinical manager for Infection Prevention and Control.

All hospice staff and volunteers use a combination of professional knowledge and skills with personal attitudes of care, compassion and sensitivity, and a team approach, to achieve the highest quality of service to each individual receiving hospice care and to his/her family and carers.

**Principal Duties**

* To lead the clinical team to provide safe, effective, responsive, caring and well-led clinical services.
* Support the implementation and development of clinical services and monitor effectiveness.
* Work with the Chief Executive Officer and Senior Management Team to monitor performance and improve all Hospice services.
* Support effective public relations by representing the Hospice and facilitate/participate in events and visits as required.
* Attend and contribute to the Hospice committee and Board meetings as required.

**Staffing**

* Provide efficient and effective leadership and management, and development of all clinical staff.
* Have a key role in the operational and strategic development of patient-centred palliative care, ensuring the highest possible standards for patients and their carers.
* Be responsible for the recruitment of clinical services staff as required, subject to budgetary limits and approval by the Board of Trustees.
* Plan and develop an appropriate staff skill mix, subject to budgetary limits.
* Be responsible for the maintenance of agreed staffing levels.
* Foster good working relationships and teamwork with staff and volunteers in all departments.
* Be responsible for the standards of clinical care provided by clinical services staff.
* Ensure the professional development of clinical staff, with regular individual reviews, consistent with their personal and professional needs and the development of the Hospice service.

**Professional**

* Lead and support clinical services across the Hospice.
* Foster and develop a culture within clinical services that values continuing professional development and strives for excellence in the delivery of patient care.
* Provide cover for clinical services as required due to demand and to maintain care to patients.
* If appropriate for service and post holder, and following any further required training if necessary, the post holder may take on enhanced clinical roles (for example Non-Medical Prescribing).
* As appropriate and as agreed with CEO, provide leadership and facilitate the development of research and audit, ensuring its application to clinical practice.
* Ensure that all professionally registered clinical staff meet both the Hospice’s and statutory professional requirements, e.g., the NMC Code of Professional Conduct for Nurses, BACP for Counsellors.
* Maintain own knowledge of palliative and end of life care and professional standards.
* Ensure that Hospice’s clinical services meet up-to-date professional principles and that appropriate written policies exist and are understood.
* Ensure that the Hospice has the appropriate equipment and facilities to provide care for patients and families.

**Management and Planning**

* Deliver a well-managed multi-disciplinary clinical service and provide strong clinical leadership.
* Review clinical services regularly and manage change to ensure excellent quality of care, whilst taking into account budgetary restrictions.
* Develop service plans and reports for submission to the Board of Trustees including the provision of quarterly clinical activity data.
* Lead the Data and Compliance Officer to produce reports for internal and external use (e.g., Annual Quality Report).
* Attend the Hospice Governance meetings and Board meetings as and when required.
* As part of the Senior Leadership & Management Teams, advise the CEO, participate in strategy development, policy formation and management matters that affect the Hospice from a clinical perspective.
* Ensure the Hospice meets standards and regulations to comply with the National Care Standards and other relevant legislation.
* Work closely with all other departments for the benefit of the organisation (e.g. Fundraising, Finance)

**Financial**

* As a member of the Senior Leadership & Management Teams, ensure financial budgets and controls are managed and maintained across the clinical department.
* Adhere to Standing Financial Instructions at all times.
* Work with the Chief Executive Officer, Chief Operating Officer and Finance Manager to ensure the negotiation of cost-effective contracts across all clinical areas.

**External Relationships**

* Develop and maintain excellent links with the community served, with particular reference to other clinical professionals throughout the district, region and nationally, demonstrating an awareness of how national and regional initiatives will influence total care.
* Participate and network with other organisations or groups who provide health and social care within the locality.
* Offer specialist advice on palliative or end of life care as required to other health and social care professionals.
* Work proactively with clinical commissioning groups, acute providers, community providers, social care and other providers of specialist palliative care services, as required.

**Patient Care**

* Have overall responsibility for the clinical workload in all settings where the Hospice provides care and support.
* Support colleagues in relation to clinical decisions as required, in accordance with professional principles of accountability.
* Ensure swift and appropriate response to referrals, enabling optimum utilisation of hospice services as laid down in policy guidelines.

**Quality Assurance/Clinical Governance**

* Provide advice, guidance and support to the Management Team and staff at all levels on the development of quality initiatives.
* Along with other members of the Senior Management Team, ensure thorough investigation of complaints and incidents are undertaken and take remedial action to address any identified concerns.
* Ensure appropriate quality standards are maintained through effective audit of clinical services.
* Jointly with the Chief Executive Officer, ensure all complaints and concerns are handled effectively and efficiently, in accordance with hospice procedures and best practice.
* Ensure cleanliness, infection control, food and hygiene standards meet hospice, external guidelines and legislation.
* Be responsible for the development and monitoring of a risk management framework across clinical services.

**Research**

* As appropriate and agreed with CEO, facilitate the development of research-based practice within the clinical area, initiating and participating in appropriate local, regional and district research within ethical committee guidelines.

**General**

* Contribute, participate and support initiatives and events which help to generate the voluntary income required to fund the provision of care to our patients.
* At all times to act as an ambassador for Primrose Hospice and Family Support Centre

**Other Duties**

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.

It is expected that you will be committed to the core purpose of the Hospice and will act as an ambassador for the Hospice, actively promoting it throughout your role. It is also hoped that as the Hospice is heavily reliant on charitable donations you will support promotional activities where possible showing support to your colleagues in the spirit of team working.

**Volunteers**

The Hospice is supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

# Confidentiality

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

# Data Protection

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

# Health and Safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions, and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

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| **PERSON SPECIFICATION - Qualifications, skills and knowledge required** |
| **Qualifications**  *Essential*   * RGN at degree level supplemented by specialist training * Evidence of ongoing CPD and personal development   *Desirable*   * Evidence of Masters level study, or specialist practice to an equivalent level * Advanced communication skills training * Adult education * Management or leadership training   **Experience**  *Essential*   * Recent and relevant end of life nursing experience * Working at a senior and specialist level * Managing a team or service * Experience of high-level decision making and managing change * Full understanding of CQC requirements and experience of successful implementation   *Desirable*   * Experience of end of life care in another setting, community or hospital * Experience of leading clinical governance processes * Experience of development and implementation of strategic plans in a care setting * Experience of budget management   **Skills for role**   * Strong management skills * Advanced communication skills * Working with distressed individuals * Ability to develop and implement policies to support best practice * Ability to work cohesively with other agencies * Quality Improvement and Clinical Audit   **General skills**   * Ability to work flexibly and adapt to rapidly changing situations * Problem solving approach * Able to work effectively as part of a multi-professional team * Able to communicate confidently with health and social care professionals at all levels * Able to monitor own level of competence and know when to seek help or guidance * Good coping strategies, emotionally resilient and stress management * Ability to keep accurate documentation and produce high quality reports   **Knowledge**   * Knowledge of symptom management in end of life care * Knowledge of the Health and Social Care Act 2008 (Regulated Activities) Regulations 2014 |

**Strategy**

We developed a five-year strategy in 2018. This is due for review following the pandemic but is not expected to fundamentally change.

**Strategic Aims**

1. **Current services: Improve utilisation; Consider expansion; Explore new opportunities for care and support.**

We will:

* Put quality and safety of services ahead of all else.
* Maintain or improve our CQC rating by ensuring we consider safe, caring, responsive, effective and well led for our current and any potential new services.
* Understand capacity, demand and utilisation. Agree and maintain acceptable waiting times for every service.
* Maximise utilisation of current capacity for each service.
* Consider and, if feasible, establish a respite service utilising the Hospice facilities. The model will be volunteer led following assessment of suitability of patients.
* Discuss a joint working approach to the Dementia challenge at End of Life with Admiral Nurses.
* Continue to value and develop our staff and volunteers, ensuring where possible that they have fulfilling roles and can access appropriate support and training.

1. **Ensure we are Financially Robust.**

We will:

* Renew and refresh our fundraising strategy to maximise our return on investment, fully implement modern fundraising practices and ensure we adequately utilise Donorflex for maximum benefit. Our ambition is to increase non-legacy fundraising income by 30% within 5 years and implement a targeted legacy campaign to grow the number of supporters incorporating Primrose Hospice in their wills.
* Standardise our Terms and Conditions for all staff, ensuring consistency and affordability are fully considered. All new appointments will be made to Hospice terms and conditions.
* Continue to build and diversify our retail function, increasing profit to 30% of costs within 5 years.
* Continue to manage our cost proactively and intentionally by the full adherence to our internal financial control processes.
* Lobby to increase our levels of statutory funding from 14% currently.
* Where possible, ensure we encourage voluntary donations from people who access our services
* Ensure we maximise opportunities to benefit from Tax and Gift Aid.

1. **Build new Partnerships and Collaboration (e.g., NHS, other charities, care homes)**

We will:

* Engage fully with commissioners, STPs, neighbourhood teams and other relevant influential bodies regarding the design and delivery of services following the release of the NHS long term plan in January 2019.
* Have a discussion with every *relevant* local charity regarding collaboration for greater benefit of the community.
* Look at utilising our volunteers differently. Undertake a listening exercise to understand what is important to our volunteers, the skills they have and how best to work with them.
* Talk to all local schools about mutually beneficial relationships and links. Work with schools to raise awareness and to support fundraising.
* Increase our support from corporate organisations forming and maintaining meaningful partnerships.

1. **Improve Awareness and Reputation**

We will:

* Set ourselves the ambition to ensure that every household in Redditch and Bromsgrove will know who we are, what we do and how to access services.

We will do this by:

* Using all available channels to promote our services and the charity.
* Inviting more people to come to the Hospice before they need us.
* Integrating some of our campaigns.
* Improving the understanding of services that Primrose Hospice offers.
* Having an active presence at Conferences, showcasing our innovative work and services to contribute to service developments.
* Ensuring we have regular newspaper coverage, setting ourselves the ambition to be represented at least 25 times per year in local paper or professional media (e.g., Chamber publications).
* Improving our *penetration* with social media and look to increase our base of followers and supporters
* Increasing our presence and our fundraising “footprint” in Redditch.
* Utilising other platforms more effectively (e.g., LinkedIn and Instagram).
* Working closely with Funeral Directors to promote our services for the benefit of the bereaved.
* Developing and cherishing the role of our Patrons and Ambassadors.