

# Strategic Medical/Clinical Lead

## Introduction

We believe that **'everyone deserves Gold Standard care at the end of their life'**. And that most care for most people in our ageing population is given by generalist frontline teams who need specific effective training to deliver quality care for people in their last years of life.

Over the past 25 years, the National GSF Centre has provided training for over 5,000 teams, about half a million staff and accredited over 2,000 organisations across health and social care, affirming its position as the UK's leading, most experienced training provider in end of life care for generalist frontline staff across all health and care settings. We believe in enabling better care for people living and dying with any condition, in any setting, given by any care provider at any time.

The National GSF Centre in end of life Care (EOLC) seeks to expand its central strategic and medical/ clinical input within the GSF team to fulfil its mission and goal of improving end of life care for more people.

The GSF Centre has 4 Strategic aims (see strategic aims later)

1. To work with others to ensure gold standard care for everyone in the last years of life
2. To help mobilise the generalist frontline workforce in end of life care
3. To ensure The GSF Centre is sustainable long term – income generation from GSF trading income
4. To ensure GSF is sustainable long term - income generation from charitable sources as a new charity

Building on the radical transformational work that GSF achieved in improving EOLC in every UK GP practice by 2010, and with growing mortality and morbidity rates and evolving national policy, there are increasing opportunities for GSF for the future growth and development. Notably as GSF uniquely crosses health and social care and the need for integrated cross-boundary care of population health is made more apparent, there is more to do in translating policy into practice in the developing Integrated Care Systems (ICSs). GSF has a great record in generalist training and collaboration across health and social care, with its well-developed, tried, and tested training and accreditation demonstrating practical improvements in care for those caring for people in the last years of life, particularly in community and social care. So, we believe in GSF's increasing role to improve EOLC in the future.

We are ambitious in our vision and are seeking a radical step-change in the work of GSF in future. We have a strong, experienced but small central GSF team, working with medical and nursing clinical associates, Regional Training Centres and a very committed Board of Trustees, headed up by Prof Keri Thomas as Founder and Chair. We wish to maintain the strong effective medical/clinical input in future, building on the multi-disciplinary collaboration between doctors, nurses, social care, management etc., to increase numbers benefitting from GSF in the UK and provide more gold standard care for more people.

The GSF Centre CIO has also recently become a new charity, so we need to develop our public facing and grant giving outreach and align messaging with a greater public focus in future.

We seek someone with vision, commitment, and strategic leadership skills, awareness of national policy, medical/clinical experience plus understanding and experience of the benefits of GSF in practice to share in the creative development of solutions to help implement improvements in end of life care (EOLC) nationally.

This person would work constructively with the COO and Finance Lead in a complementary and synergistic way, reporting to the Chair of the Board, and other trustees as appropriate.

## Job description and person specification

Responsible to	Chair of the board and board of Trustees
Key relationships	Chair of the board, and the board of Trustees
Summary of position	<p>The post holder is accountable to</p> <p><b>1. Strategic (key focus of the role)</b></p> <ul style="list-style-type: none"> <li>• <b>To drive the wider vision and mission</b> of GSF in improving care for people in their last years of life. To build on GSF's 25-year history as a leading EOLC training provider enabling generalists' frontline providers across health and social care. To work collaboratively with the GSF team to develop a clear strategy (with supporting action plan) to deliver Gold Standards Framework more widely across regional healthcare systems.</li> <li>• <b>To liaise with key strategic partners</b> and with the Coalition of Frontline Care, to help shape future policy and implementation of best practice in end of life care. To forge partnerships / collaborations with key leading health and care organisations, with NHS England Integrated Care Systems/ICBs, CQC, NHSE Palliative and End of life Team, Royal Colleges, and social care organisations and new funding streams.</li> <li>• <b>Positioning.</b> To ensure that GSF is positioned well to influence drivers of change and to support national policy relating to end of life care. To explore opportunities to position GSF at the forefront of EOLC training in all sectors, and, building on the work of the Coalition of Frontline Care, to work with others at high level to promote quality End of Life care and the training for generalists to be included as core requirements.</li> <li>• <b>National Policy.</b> Representing GSF in areas of national influencing e.g. NHSE &amp; Ambitions, NICE, Royal Colleges, GMC, CQC, etc., acting in an advisory and partnership capacity along with the COO and others. To keep up to date with relevant strategic policy and drivers.</li> <li>• <b>ICBs.</b> To ensure that GSF has a relevant and attractive offer for ICBs and their system partners, with a view to developing best practice, recognising integration and the need for both population health management and personalised care approaches.</li> <li>• <b>As a charity,</b> to support the GSF team and Board in their fundraising bids from a strategic perspective. To contribute to public facing messages as a charity, and in grant applications.</li> </ul>

## 2. Medical / clinical (secondary focus as needed)

- **Provide Medical /clinical guidance** as needed in GSF responses, updates, requests, resources etc.
- **GSF training and accreditation.** Working with other members of the team to advise on up to date clinical information and resources nationally. To advise on and drive metrics which support quality patient-related desired outcomes. To use frontline experience to support flexible and effective training offers enabling generalist frontline teams deliver greater cross-boundary integration. Contribution to GSF training delivery and support if needed depending on experience .
- **Research /academic.** Contribution to some academic publications or other articles as required.

## Purpose of role

The Gold Standards Framework (GSF) charity, the leading training provider for generalists in End of life care (EOLC), seek an experienced clinician with vision, commitment, and strategic leadership skills to work with us to creatively develop solutions and help drive our vision forward, so that more people can receive gold standard end of life care.

## Key tasks and responsibilities

### Specific:

- The key feature of the role is 'looking up' to help develop and support the strategic big picture vision and direction in line with our charitable core purpose and strategic direction agreed by the Board
- The key feature of the role 'looking down' working with the COO to ensure practical implementation of this vision. In addition, where appropriate, working with others to provide appropriate medical/clinical support as required.

### Governance:

- The Strategy Lead /Medical/Clinical Director would be accountable to the Chair of the GSF Board and other trustees, and work with the Chief Operating Officer and other GSF team members.
- Initial appraisal after 6 months then annual appraisals
- Mutual assessment after a 6-month provisional period.

**This role profile is not exhaustive and is subject to review**

## Person Specification

E = essential

D= desirable

Importance	Criteria	Assessment
<b>Experience and knowledge</b>		
E	Established relevant strategic experience at senior level within health or social care.	Shortlisting/ Interview
E	Held a relevant leadership position for at least 3 years.	
E	Relevant clinical experience either medical, nursing or other eg licensed medical practitioner nurse or clinician in relevant clinical setting providing end of life care	
E	Possess a sound understanding of NHS / social care structures/commissioning in end of life care.	
E	A broad understanding of the work of GSF in practice in any setting	
E	A good understanding of the challenges of providing EOLC services and training in different sectors.	
E	A person of good standing, meeting Nolan criteria.	
E	Experience and confidence in communications, presentation skills and facilitation.	
E	A confident team worker who can also work pro-actively and independently.	
E	Ability to use digital technology to an appropriate level.	
D	Experience of training provision in EOLC.	
D	Charity sector experience	
D	Ability to use social media effectively.	
<b>Terms and Conditions of appointment</b>		
<b>Contract</b>	Substantive role with initial 6 months mutual assessment.	
<b>Hours</b>	Flexible 2-4 sessions or ½ days per week (a session being approximately 4 hours), with a view to possible increase in future.  Flexible working to suit both sides, but to include where possible team and occasional Board meetings on Mondays, with other demands as required to meet the needs of the organisation and other work. This can be worked out flexibly with aggregated hours to balance over a month.	
<b>Salary</b>	TBA aligned with experience, qualifications, and comparative roles	
<b>Probation period</b>	6 months	
<b>Notice period</b>	Notice period three months	

Pension, Sickness, Holiday	As per other GSF staff T&Cs.
Location	Home working
Deadline	Applications deadline: 31 <sup>st</sup> May 2024 Interviews to be held early June (TBC)