



**Health Innovation**  
Yorkshire & Humber

**Transforming Lives  
Through Innovation**



**Director of Digital Partnerships –  
Fixed-term for 2 years**

**May 2024**



**Director of Digital Partnerships Recruitment Pack**  
including Job description and Person Specification

If you want to make a difference in Yorkshire and the Humber – and beyond – you have come to the right place. We need determined and passionate people to work with us to deliver our wide range of programmes. We want people who look at our values and think.....yes, that's just where I want to be!

We use our skills, knowledge, networks and relationships to understand the healthcare system and patient needs locally and regionally. We develop projects, programmes and initiatives that reflect the diversity of our local population and its healthcare challenges.

You'll be joining a committed and high performing team that focuses on patient outcomes and supporting the people of Yorkshire and the Humber. We are committed to creating and sustaining a positive and inclusive working environment for all our employees to ensure our work and our workforce represents the communities we serve.

The Director of Digital Partnerships will be responsible for developing and delivering a commercial strategy in partnership with the region's digital assets and in particular the Yorkshire and Humber Care Record (YHCR) team, which maximises the potential of the rich health assets across the Yorkshire and Humber region. This new role will be based within Health Innovation Yorkshire & Humber, but is part funded by and the region's three ICS'. The post holder will therefore be expected to both lead the overall digital commercial strategy for the region in conjunction with its ICS', Health Innovation Yorkshire & Humber, and existing digital leadership, whilst also supporting other relevant projects taking place across the region.





## How to apply

### Salary and terms of employment

This is a fixed-term, full-time role with a salary of £95,903 per annum, plus a contributory pension scheme and other benefits including flexible and agile working are available.

### More information

If you would like to know more about the role and arrange an informal conversation with the Director of Enterprise and Innovation prior to applying, please contact HR Team by emailing [hr@yhahsn.com](mailto:hr@yhahsn.com)

To find out more about Health Innovation Y&H please visit [Home - Health Innovation Yorkshire & Humber \(healthinnovationyh.org.uk\)](https://healthinnovationyh.org.uk), find us on Twitter [@HealthInnovYH](https://twitter.com/HealthInnovYH) and at [LinkedIn](https://www.linkedin.com/company/health-innovation-yorkshire-humber)

## How to apply

Applications via CV and 1 page covering letter. The covering letter should explain how your experience, skills and knowledge make you perfect for this role and why you want to work with Health Innovation Yorkshire & Humber.

Closing date is **12.06.2024** and applications should be sent by email to [hr@yhahsn.com](mailto:hr@yhahsn.com)

### Interviews

**Interviews will take place on 10.07.2024 in person.**



# Our values

Our values are the things that we hold dear and are important to us, reflecting how we work and who we are collectively. Through our behaviours, we apply these values internally to create a supportive and innovative culture and enable high impact collaborations with external partners and stakeholders.



## Stronger Together

We're confident in the results we can achieve when we're united with our colleagues, stakeholders and partners.

We are: **Connected, Trusting and Honest partners**



## Always Learning

Every day's a school day. We constantly develop ways to excel and work tirelessly to build our expertise.

We are: **Switched-on, Improvers and Grafters**



## People People

We love catching up for a cuppa and a natter but, more than that, we're curious to learn more about other people's perspectives.

We are: **Caring, Inclusive and Open-minded**



## Energetic Pioneers

We find new things and ideas that can make a difference to the health and prosperity of our region. This is what gets us out of bed in the morning.

We are: **Adventurous, Passionate and Resourceful**

## Purpose



**Transform lives  
through innovation**

## Vision



**Improve the health and prosperity  
of our region by unlocking the  
potential of new ideas**

## 5-year mission



Our knowledge,  
skills, and expertise  
will demonstrate that we  
are world leaders in unlocking  
innovation to address current  
and future health, economic,  
and societal challenges.



# Our 5-year strategic aims

Our strategic aims provide direction and focus for us as an organisation, supporting progress towards our mission. They provide greater detail on the 5-year ambition of the organisation, whilst providing a framework for decision-making and resource allocation.



## Strengthening our foundations

Investment in our future starts at our heart. By continuing to invest in, and develop our people's skills and leadership, we will be equipped for further growth.



## Enhance our role and reputation

We hold a unique role as trusted thought leaders with global reach. We'll use this position to drive lasting change and improve life outcomes by empowering our communities.



## Be fit for the future

We will ensure our ways of working are innovative, agile, and continually challenge the status quo. We will equip ourselves to better identify and respond to societal challenges of the future.



## Foster connections

Our continued commitment to collaboration will strengthen strategic partnerships for the benefit of our population. We will ensure visibility of our work and its impact to foster advocacy and grow new business.



## Grow our region

We will lead the way in promoting Yorkshire and the Humber and its assets to create a thriving, globally-connected innovation ecosystem. We commit to growing and diversifying our role to accelerate economic growth and prosperity, recognising our own success contributes to the region's success.



**What we will give you:**

- Salary of £95,903 pa
- 25 days holiday + 8 statutory days
- Holiday buy-back scheme via salary sacrifice
- 3 extra days to take at Christmas/New Year (set by company)
- Flexible and agile working
- Contributory matched pension (up to 10%)
- Learning and Development opportunities
- Open-plan head office in Wakefield at the side of Junction 39 of the M1
- Free parking at the head office
- Wellbeing programme
- Employee Assistance Programme/Mental Health First Aiders
- Financial wellbeing programme
- Electric Car Scheme





## **Director of Digital Partnerships Job Description**

### **Key Duties and Responsibilities**

- To have a focus and overarching responsibility for developing, promoting and exploiting partnership opportunities within the Yorkshire and Humber region which utilise the region's health, wellbeing and lifestyle data assets
- To be part of all relevant/ appropriate interactions between potential partner organisations and the region's digital assets, overseeing and facilitating a common approach, where possible, around key areas such as data access, cost, value and terms of engagement- ensuring a fair and equitable arrangement for the region and its assets.
- Working up a Yorkshire and Humber 'digital offer' which outlines the region's assets, skills and capabilities which can be used when communicating with potential commercial collaborators or clients
- To sit across all areas of the Digital Health and Wellbeing Charter for Yorkshire & Humber, identifying cross-cutting commercial opportunities and inter-dependencies within each of the themes/outcomes.
- To take a strategic view of the region's digital commercial potential, identifying opportunities and avenues to explore and gaps which need filling
- To better 'market' and promote the region's digital assets and knowledge (e.g., Yorkshire and Humber Care Record, DATA-CAN Digital Innovation Hub) locally and nationally/internationally to public/private sector organisations interesting in working with or utilising these assets
- To identify and explore opportunities to actively value - and where appropriate - commercialise the region's assets, exploring new areas of opportunity for existing assets and identifying new assets which can be commercialised
- To proactively interact and form relationships with solution providers from the private sector, exploring opportunities for commercial engagements with the region
- To create a pricing structure around the region's data assets that reflects both the cost and value and is flexible enough to meet the needs of a variety of customers (e.g. NHS, academia, commercial).







- To act as a 'connector' locally and nationally, having a thorough picture of the region's assets, knowledge and activity and connecting groups around common priorities and activity. There is a clear opportunity for the role to both connect groups within Y&H, but to also facilitate connections between Y&H and other national/international organisations where there is commonality.
- To deliver against specific outcomes and ambitions of the Digital Health and Wellbeing Charter: taking the best from across the region, supporting it to be brought together, further developing/utilising it to solve the region's challenges, and identifying associated commercial opportunities.
- Working closely with ICS' to facilitate connections and mobilise around specific opportunities to pitch for NHS/NIHR funding which permits work towards developing centres of excellence
- To own and be responsible for delivering all commercial aspects of the Digital Health and Wellbeing Charter e.g. managing approaches and generating opportunities for system-system integration of YHCR
- To identify new opportunities and potential revenues within the remit of the Digital Health and Wellbeing Charter that deliver health benefits to the region and help support the cost base of the region's digital assets.

## **Person Specification**

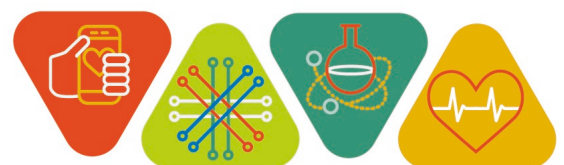
### **General**

- Track record of partnership working and forming partnerships across public and private sector organisations and departments and the ability to influence without authority.
- Significant experience in forming cross-sector partnerships at local, regional and national levels, with an ability to understand drivers and priorities for partners, and scope collaborative work which delivers shared visions.
- Highly skilled in inquisitive enquiry and with strong data analysis skills.
- Experience leading and delivering complex change and strategy development programmes in politically sensitive and complex environments, in particular around digital transformation.





- Skilled at 'connecting the dots' and looking into the future, with an ability to identify and seek opportunities for new areas of work or partnerships.
- Experience of business development within the public sector e.g., identifying best practice within one region which could be shared and embedded within another.
- Experience working with public/private sector organisations, particularly commercial organisations supplying into the public sector.
- Experience developing pricing strategies and value propositions, particularly from the private commercial sector.
- Experience developing programmes and plans for strategic transformation and joint working, focussing on growth of regional eco-systems.
- Ability to motivate, influence and persuade senior teams (including CEOs and MDs) to corral efforts around specific objective or strategy.
- Demonstrable experience of working directly with senior teams (including CEOs and MDs).
- Ability to identify, promote and spread exemplar approaches and ways of working.
- Ability to assimilate, analyse and present information in a constructive, challenging and clear manner in order to facilitate wide-spread change.
- An understanding of and commitment to inclusive digital transformation and improving health inequalities across the region.
- Ability to work with and digest highly complex data from a wide range of sources (e.g., NHS, local/national government, industry, HEI).
- Exceptional inter-personal skills, with the ability to communicate complex matters within a range of subject areas in difficult. situations and adapt tone/messaging for different audiences.
- Demonstrable ability to take an evidence-led approach to decision making.
- Quality and outcomes focussed, ensuring impact and return on investment for all areas of work.
- Experience of working with strategic industry partners and the NHS around the commercialisation of large-scale data sets for R&D purposes.
- A team player who thrives on the opportunity to work with others





- Experience of working with the HEI sector, aligning their work to public sector priorities, translating research into tangible outputs/products, and supporting joint working between HEIs and the public sector.
- Has the knowledge and ability to take a visible and influential lead, demonstrating drive and energy.
- Ability to influence and work with stakeholders and partners across organisational boundaries, seeking to align visions and priorities where relevant.
- Experience holding inter-organisational posts, with demonstrable experience of embedding greater inter-organisation alignment and managing conflicting visions and priorities.
- Demonstrable ambition, both for the achievements within the role, and wider regional development.
- Experience in writing business cases, value propositions, plans and strategies for innovative change and transformation programmes and initiatives.
- Demonstrable experience in stakeholder identification, engagement, and management across all levels of seniority.

### **Technical**

- Experience and knowledge of NHS systems, structures, policies and priorities- both on a local and national level, with an understanding of the inter-links between the two
- Awareness of the current NHS reform landscape and future strategic ambitions, with a deep understanding of how digital forms a key part of this.
- Adept at working with varying levels of digital maturity across place and systems.
- Widespread knowledge of the national political and economic landscapes, with an understanding of how this influences the region, and the regional opportunities it may present.
- Understanding of data driven pathways of care within the NHS
- Awareness of the digital/AI landscape across the UK's health system, including examples of best practice, partnership working, and products/systems in use.
- Thorough knowledge of the current digital/AI and digital-health commercial landscape, including the latest products and trends/priorities.





- Thorough knowledge of information governance and the evolving regulatory landscape within the NHS
- Awareness of the increasing value of data within health settings
- Knowledge of the current digital/AI and digital-health R&I landscape, including trends, likely upcoming products/areas of focus, and the alignment with policy.

### **Performance management and reporting**

- Against the detailed delivery plans, lead delivery of appropriate milestones and metrics against which the success of the programmes will be judged.
- Deliver regular performance reports to our external stakeholders e.g., NHS England and OLS
- Identify opportunities, develop our expertise to respond to opportunities in-line with the strategic approach of the Board of Directors.
- Line manage staff, adopting a coaching style and ensuring they reach their full potential, both as individuals and as a team

### **Financial Responsibilities**

- Accountable for monitoring and managing expenditure on a monthly basis to ensure a balanced financial position of all Yorkshire & Humber AHSN contracts.
- Work with commercial partners and the Executive Team to bring in additional income from other sources.
- Act in a way that is compliant with the Financial Policies of the Yorkshire & Humber AHSN.
- Constantly strive for value for money and greater efficiency in the use of Yorkshire & Humber AHSN resources.

### **People Management**

- Drive culture change within the organisation, playing a key role in the development and implementation of organisational values.
- As a senior leader, you will be expected to act as a role model for the Yorkshire & Humber AHSN's values and provide high quality and visible leadership to all staff.
- Work in a collaborative management style and foster close working relations with all managers within the Yorkshire & Humber AHSN and all members and stakeholders.





- Manage, motivate, support and develop staff within the organisation to ensure that they are able to deliver their responsibilities.
- Promote diversity, inclusion and equality within the Yorkshire & Humber AHSN and our wider partners.

### **Education and Professional development**

- Take every reasonable opportunity to maintain and improve professional knowledge.
- Develop own skills and knowledge and provide information to others to help individual and team development.
- Participate in personal objective settings and review, including a personal development plan.

### **Special Requirements**

- You may on occasion be required to work irregular hours in accordance with the needs of the role.
- You will routinely be expected to travel across the region, London and others locations to meet with members of the AHSN team, project stakeholders and others.

### **Health and Safety**

- Ensure that you remain compliant with health and safety regulations and accepted safe practice at all times. Report any health and safety issues or contraventions witnessed anywhere within the organisation to the relevant member of staff.
- Work efficiently and responsibly within all areas of the organisation in a safe manner sharing good practice with colleagues.

### **General**

- You will contribute to continuous improvement of working practices.
- You will comply with all policies and procedures within the organisation.
- Work with all employees within the organisation in the fulfilment of our aims and objectives.

