

# Assistant Director – Donor Experience Services (Band 8d)

Recruitment Profile - This is a summary of the Job Description and Person Specification



Blood and Transplant

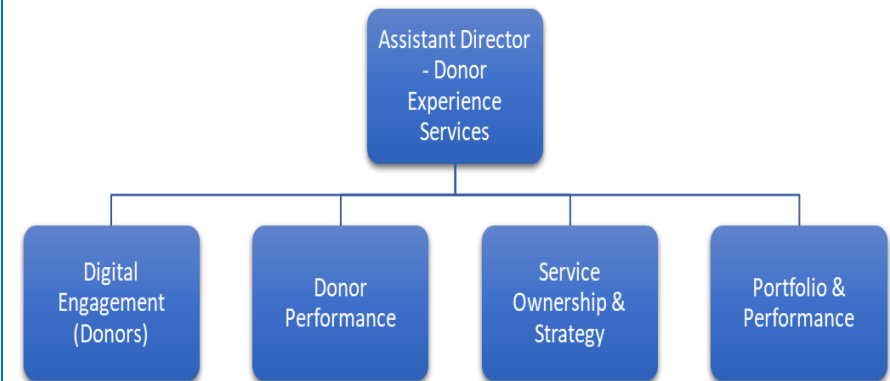
## About the Role

In this role you will be responsible for all online and offline experiences for our donors as well as systems supporting our internal marketing teams. The role will manage the teams covering a variety of online donor service from general websites through to donor portals that support self-management of donation appointments, etc. Your responsibilities will include:

- Responsible as the end-to-end service owner for donors when engaging with NHS BT in online and offline owned channels (digital websites, apps and donation centres)
- Responsible for the development of online and digital transactional services for blood donors, working with the Blood Supply Directorate, Strategy and Transformation and other internal and external delivery organisations to ensure that blood donors have access to modern, easy-to-access, secure and cost effective online services
- Responsible for the prioritisation, budget allocation and contribution to business cases for the prioritisation of change initiatives for online and offline delivery
- Responsible for the accuracy and relevance of requirements passed to delivery partners in other teams and directorates to meet the donor objectives defined.
- Responsible for the development of an excellent offline experience at donor centres, mobile units, transplant occasions and other locations, working with the respective directorates to implement and sustain
- Establishment and maintenance of a panel of donors and making sufficient donors available from this panel to test out opportunities for service improvement and gaining insights from donors into current levels of service with identification of service issues and opportunities for improvement
- Responsible for following and championing the programme governance and processes involved in service improvement
- Responsible for including the requirements of all donor groups, including those with protected characteristics and other regulated protections

You will be required to travel and spend time away from base, which will involve working irregular hours and overnight stays when required, with prior notice

## Organisation Structure



## About Us

*Our three core principles are critical to our service, guiding everything we do and inspiring us to be the best.*

- *We **care** about our donors, their families, the patients we serve, and our people.*
- *We are **expert** at meeting the needs of those who use our service and those who operate it.*
- *We provide **quality** products, services and experiences for donors, patients and colleagues.*

**About You** - This section details the personal attributes we require for this role. You will need to demonstrate these throughout the recruitment process

### Behaviours and Values

- **Communicating** – Friendly and approachable, able to relate to staff, donors and patients from all backgrounds, promoting NHSBT positively
- **Collaborating** – Know the importance of your own behaviour and body language when communicating and working with others
- **Leading** – Professional in matters of confidentiality, security, integrity, honesty, performance, attendance and appearance
- **Customer focused** – Demonstrate and promote high standards of quality customer care to both internal and external customers
- **Performing** – Able to use and act on feedback from others on your performance and behaviour to increase your own self awareness
- **Innovating** – Consider, suggest and be open to alternative ways of working to make continuous improvements

### Skills and Abilities

- Be highly articulate and credible, consistently influencing and delivering inspiring, engaging, and meaningful information regarding future direction
- Build collaborative relationships and solve issues by engaging the right people at the right time
- Lead the team, accepting responsibility for achievement of business objectives and creating a shared sense of ownership for service delivery
- Engage widely with customers to seek input into setting strategic objectives and identifying new ideas and improved ways of working
- Demonstrate strong leadership, influence, and accountability for the achievement of results
- Recognise when change is required and demonstrate personal ownership for pursuing, communicating and implementing the change, whilst minimising the motivational impact on others

### Experience and Knowledge

- Extensive experience in the marketing field, with significant experience in a senior position and managing a large budget
- Demonstrated experience in constructing and implementing long and nearer-term strategic plans, incorporating multiple complex inputs.
- Experience of facilitating use group research activities and events.
- CRM experience involving a large customer base.
- Experienced across a breadth of key strategic marketing skills (customer experience, digital capability).
- Demonstrable experience and acumen in segment-specific messaging.
- Experienced in generating loyalty and retention in high churn environment.
- Demonstrates a working knowledge of computer packages e.g. word processing, spreadsheets, PowerPoint etc.

### Qualifications and Training

- Educated to Masters or equivalent experience in a relevant area such as marketing, plus additional senior-management experience in a related function.
- Post Graduate level Chartered Institute of Marketing Diploma or equivalent experience at a senior level.
- Demonstrates commitment to own continued professional development (CPD)