

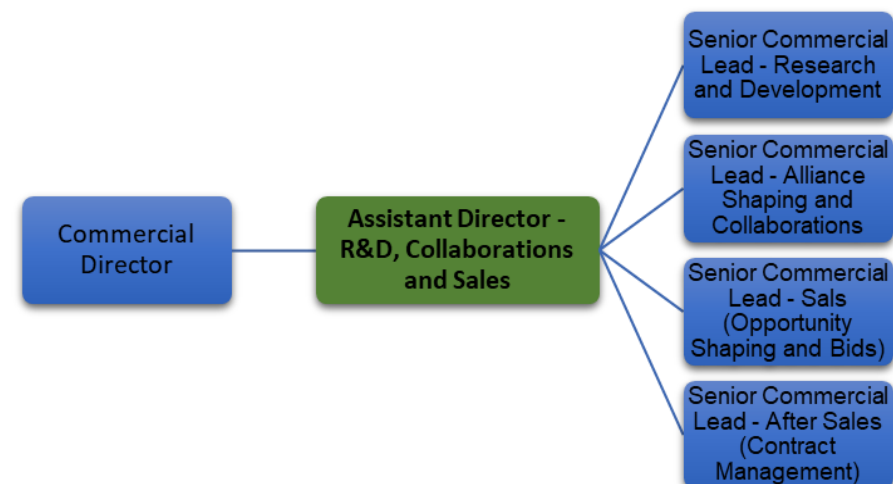
About the Role

In this role you will play a leading role enabling NHSBT by maximising research and development (R&D), collaborations, and other activities, including to enable and deliver revenue and sales opportunities that benefit patients, donors, and the NHS. Your responsibilities will include:

- Responsible for commercial strategy regarding, and leading contractual negotiations with, NHSBT's customers and collaborators.
- Being responsible for the delivery of the most highly complex and cross-functionally supported commercialisation activity in NHSBT.
- Leading on a range of relationships and key strategic alliances with senior internal and external stakeholders to shape commercial strategies and ensure delivery of commercial activity across NHSBT.
- Manage complexity, applying judgement and making decisions whilst collaborating effectively with levels within the Commercial Function and across NHSBT.
- Providing strong thought leadership and strategic thinking, collaborate effectively, embrace volatility, and work successfully within a broad and complex organisational structure.
- Managing a variety of complex workstreams, often needing to shift between multiple areas.

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

Experience and Knowledge

- Significant commercial management experience within a large, multi-disciplined organisation(s).
- Significant experience operating at a strategic level in a senior leadership role, working with multiple stakeholders, developing, and fostering effective partnership approaches, acquired through training and practical experience.
- Proven commercial skills and experience of delivery across the full commercial lifecycle including knowledge and understanding of commercial policies and their practical application as well as the ability to implement the latest commercial methodologies.
- Advanced theoretical and practical knowledge of commercial strategies, intellectual property, and process models and the capability to deploy these effectively across the organisation. The intellectual capacity and capability to seek out better practice and external developments and apply to NHSBT.
- Expert knowledge, understanding and experience of applying / implementing commercial initiatives including development of customer relationships, Key Performance Indicators, Liability, Contracts, and current better practice in this area.
- Expert experience, knowledge and understanding of contract law, terms and

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

Qualifications and Training

- Educated to Master's degree level (e.g. WorldCC) or equivalent demonstrable experience plus evidence of continued professional development.
- Higher than average, demonstrable knowledge of IT skills is required. An up to date understanding of technology and how this can be proactively developed, in order to enhance the deployment and automation of commercial processes.
- Demonstrates commitment to own continued professional development (CPD).

conditions, UK legislation, Freedom of Information Act and common law in relation to all aspects of commercial transactions.

- Expert knowledge and experience of operational and strategic commercial management in a large organisation.
- Knowledge, understanding and practical experience of complex internal multi-disciplined relationships and international relationships across research and development, collaborations, and sales.
- The ability to bring an open mind to challenges faced by NHSBT, and the ability and knowledge to use the commercialisation to enable NHSBT to ever better serve the health of citizens.
- An understanding, knowledge, and ability to interpret the general external NHS environment, NHS strategy, NHS policies, and Government policies is a key facet to this role. The post-holder will be expected to translate these into NHSBT's Commercialisation goals and strategy. This requires the competence to work within existing policies and procedures whilst using research and benchmarking data to challenge existing norms.
- Knowledge and practical experience of negotiating in a hostile and high-pressure environment.
- Knowledge of commercial systems and strategy, and industrial strategy.
- Knowledge of investment governance and assurance
- Expert knowledge of contract drafting, data and reporting
- Expert knowledge of market engagement and strategy.
- Expert knowledge of tender strategy and document creation.
- Expert knowledge of evaluation methodologies.
- Expert knowledge of sustainable commercial and social value
- Experience in selecting, setting up and configuring commercial IT Systems.
- Experience of working with information technology using Microsoft Office packages (Outlook, Word, Excel, Teams and PowerPoint).