

Assistant Director – Strategic Operations (Band 8d)

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



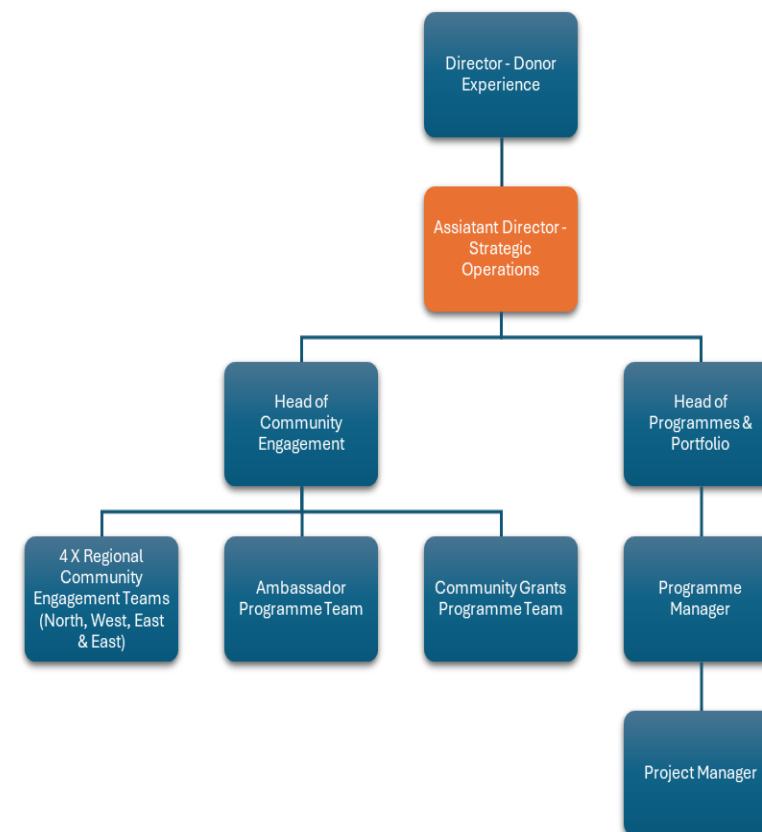
Blood and Transplant

About the Role

In this role you will be responsible for the Strategic Operations of Donor Experience Directorate. Your responsibilities will include:

- Leading the development and maintenance of long-term strategies for the UK's Donor Experience systems, aligning with NHSBT corporate strategy.
- Work with stakeholders from NHS, government, and third sectors to define roles and responsibilities for strategy delivery.
- Develop a robust evidence base to support strategy, using complex activity models to assess key indicators of the donor journey.
- Provide strategic direction and recommendations to the Senior Management Team, Executive Team and Board, including long-term strategies, staffing, and operational models.
- Design and implement business change initiatives and deliver major projects within Donor Experience, ensuring alignment with NHSBT's strategic goals.
- Secure internal and external resources to support delivery of key initiatives, ensuring sufficient capacity and capability.
- Monitor project milestones, ensuring successful delivery and addressing issues promptly.
- Ensure resource and activity plans are managed effectively, with a focus on meeting financial targets and delivering efficiency savings.
- Lead corporate and business planning processes, ensuring they align with NHSBT's goals and resources.
- Development of policy and strategic vision around donor campaigns and NHSBT's donor experience strategy, including assumptions with robust plans in place to deliver the ambitions within this strategy. Providing leadership within this strategy.
- Accountable for developing a framework for policy development within Donor Experience and Community partnerships
- Deputising for the Director of Donor Experience when necessary and attendance at Exec and Board meetings on an ad hoc basis to present business case papers and highly strategic documents.
- Lead, motivate, and manage a national, multi-functional team, ensuring staff development and effective service delivery across the Directorate.
- Develop and implement the Community Engagement strategy, overseeing donor recognition,

Organisation Structure



local events, and community-based programmes.

- Manage the integration of community engagement activities across donation types (blood, plasma, organs, stem cells), ensuring consistent messaging and avoiding conflicts across services.
- Work closely with the Finance lead to ensure services are appropriately funded and monitored against financial targets.
- Adhere to and role model NHSBT's behaviours with regard to equity, diversity, and inclusion.

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

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 senior management experience, including development and implementation of system and business strategies, change management plans, and operational processes in large-scale organisations.
- Proven ability to manage and influence at a senior level, including working with Directors, external stakeholders, and resolving complex strategic and operational issues.
- Highly developed leadership, people management, and communication skills, with experience in staff development, motivation, conflict resolution, and performance management.
- Strong financial and management knowledge, including experience in managing and setting large budgets.
- Significant experience in handling service user complaints and conflict resolution, demonstrating effective stakeholder engagement and problem-solving skills.

Qualifications and Training

- Highly specialist knowledge of healthcare at master's level or holds a master's Qualification in this field
- Possess a recognised change management, analytical or finance qualification e.g. MSP, qualified accountant
- MBA or equivalent senior and/or strategic management experience
- Possession of a valid driving licence, allowing you to drive in the UK
- Demonstrates commitment to own continued professional development (CPD)