

Job Description

Head of Industry Engagement & Policy

Reports to: Assistant Director – Business Development & Policy

Location: London

About NHS Confederation

The NHS Confederation is the membership organisation that brings together, supports and speaks for the whole healthcare system in England, Wales and Northern Ireland. We have big challenges and bold ambitions to empower, enable and support the whole health system to improve the health of all the population and to deliver high quality care.

Our directorate supports this by delivering over 150 events per year, including [NHS ConfedExpo](#), our flagship event, delivered in partnership with NHS England. We also build partnerships with organisations to invest in and co-create our policy work for members, develop new offers in the data, improvement and leadership space, and offering new consulting offers, e.g. to manage events or support communications. Finally, we operate a commercial venue in Leeds, [Horizon](#).

About the Role

This role works across the Confederation to drive our engagement with industry to generate investment to both fund and co-create policy work and products to support our members.

Working with policy and communications colleagues across the organisation, this role will provide policy insights to our commercial partners. They will lead our account management strategy for our largest, key commercial relationships, plus also a pipeline to build additional significant new relationships.

The post holder will support the team to develop content for events, working with commercial partners supporting events such as NHS ConfedExpo. The team ensures their content for the programme is closely aligned with the issues of interest to our members. The post holder will have a strong background in health policy.

Working with our Business Development team, they will lead the Industry Engagement & Policy team to work closely with our Policy colleagues to shape commercial offers to support our work on behalf of members.

This role will also work closely with directors across the organisation to develop new commercial products, helping shape and build this, then incubating them until they go live and become BAU and a core part of our offer to members, commercial partners and wider stakeholders.

Responsibilities

- Build and maintain of good knowledge of the current health and social care environment, keeping up to date with current issues affecting our stakeholders and members. The team acts as the conduit to connect this work to the work of commercial partners
- Deliver a strategy to build the way we account manage our key industry partners and develop pipeline of future partners who will invest in our work on behalf of the NHS; agree a strategy for how we progress more partners to longer-term relationships rather than transactional contracts
- Oversee the content development for commercial partners for NHS ConfedExpo, our two-day conference and exhibition, delivered in partnership with NHS England. Working with the Consultant leading overall content programme, help shape the wider themes, coordinating the programme of sessions sold as part of commercial partnership packages so these reflect delegates' priorities
- Ensure regular engagement with wider commercial partners, through events for our associate membership scheme
- Develop new products, such as policy driven products connecting NHS members and commercial partners around specific challenges facing the health and care system, including:
 - Supporting colleagues to prepare marketing packs with clear propositions to ensure we have the best proportions that will attract investment and maximise the benefits we offer members and commercial partners
 - Identifying issues around capacity in teams to deliver this work
- Contribute to a £6million commercial income target

Management Responsibility

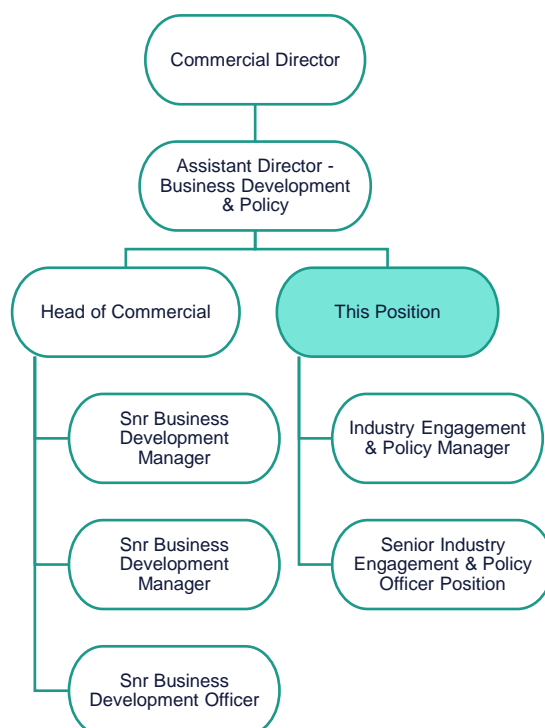
You will be responsible for the effective line management two posts, including recruitment, performance management and employee development in line with the organisations Human Resources policies and procedures.

Budget Management

You will have shared responsibility for achieving a circa £700k commercial income target, as well as supporting the directorate's wider £6million target.

You will also support the team's tracking of income and reporting to all the wider organisation in terms of our commercial income and pipeline of new partners.

Structural Chart



Person Specification

Essential criteria

1. Experience of understanding health policy, to inform new products and develop thought leadership content
2. Extensive experience of developing commercial propositions around policy work
3. Demonstrate successful management of relationships at a senior level, including internal and external leaders
4. Record of developing processes and strategies to account manage industry partners to build grow their investment, add value, build coalitions and achieve shared goal
5. Experience of working in a matrix-style organisation and across departments
6. Ability to be responsive and agile in a rapidly changing environment.

Desirable criteria

1. Record of working collaboratively with partner organisations to build coalitions and achieve shared goals
2. Experience working with or in a membership or network environment
3. Knowledge of project and programme management tools and techniques