



Director of IT and  
Digital Services

# Introduction from the Chief Executive

Dear Candidate,

Thank you for your interest in becoming our first Director of IT and Digital Services.

This is a particularly exciting time for us as we move to consolidate a 'Digital First' culture, both within Hospice UK, and more broadly across the hospice movement. Following on from our Future Vision report last year, we identified digital services and data as being amongst the key priorities for the sector in the next five years and there is a lot of work to do to take full advantage of the opportunities before us. As we move towards Integrated Care Systems, partnership and a common understanding of patient records, trends and data will be more important than ever. For a sector populated by local, independent organisations, national leadership and development will be critical to shaping a digitally empowered future. At a time of sustained modernisation and cultural change, this role will play a leading role in enabling that transformation to happen.

We know that a Digital First culture helps hospices deliver even greater care for those who need it, at an important time in people's lives. You will not only help to shape the future of the hospice movement at large, but will also ensure that within our organisation we have in place the foundations needed to achieve new strategic priorities. During 2022, we will be developing a new 5-year strategy. Working closely with myself and my colleagues, you will be a persuasive and engaging champion for Digital First, and a robust, positive and solutions-oriented leader.

The hospice movement currently cares for over 200,000 adults and children every year. In this pioneering post, you will genuinely have the opportunity to help us achieve the next level of development, including developing a professional team with a forward-looking attitude. We need an experienced senior manager with a great track record of advising on, designing and delivering technology-led transformation strategies. We will be looking to your expertise, honesty and leadership ability as we galvanise our staff and stakeholders and work across the movement to inspire innovation and fresh thinking.

Highly effective communication and interpersonal skills are also a must and we need someone who can balance an emotionally intelligent leadership style with the focus to get the job done. We are actively committed to broadening the diversity of our organisation: we welcome applicants from outside the charity sector, and from all lived experiences. Whatever your background, you will be a credible leader who shares our passion for doing more better, and who can see real fulfilment in the opportunity to come and shape the future of palliative and end of life care for all.

**Tracey Bleakley**  
Chief Executive

# About Us

Hospice UK is the national charity working for those experiencing dying, death and bereavement. We work for the benefit of people affected by death and dying, collaborating with our hospice members and other partners who work in end of life care.

Our ambitious strategy is the blueprint for how we can achieve the transformation that is needed and sets out the following four strategic goals that will be driving our work over the next five years:

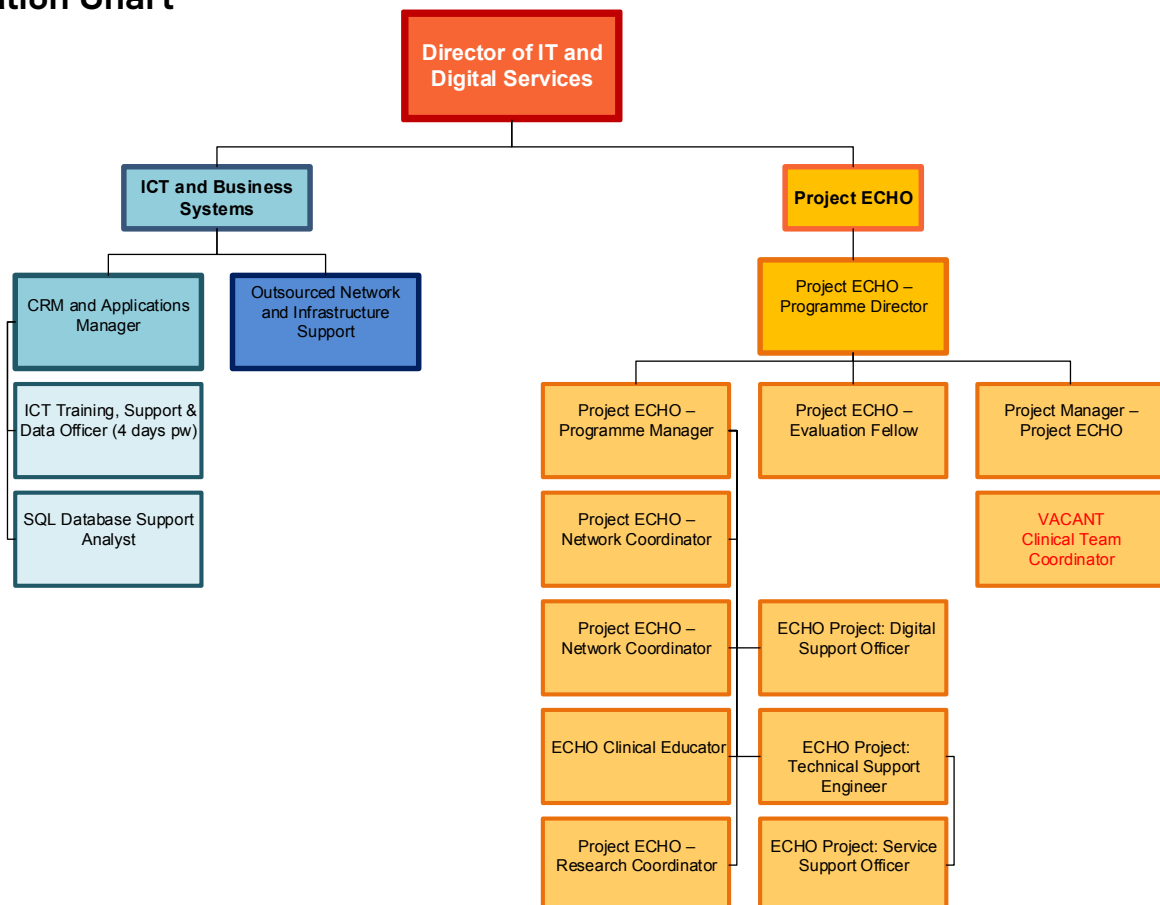
- Extend the reach and enable hospice quality care to be delivered in any setting
- Tackle inequality and widen access to hospice care
- Work with communities to build capacity and resilience to care for those at the end of their life
- Empower a strong, dynamic and responsive hospice sector.

## What we do

Hospice UK plays an important national role in:

- Supporting the breadth, dynamism and flexibility of the more than 200 hospices across the UK who care for over 200,000 adults and children every year
- Equipping those professionals with the knowledge, skills and expertise needed to deliver care in any setting, support their local communities and to work in partnership with others
- Improving the quality of all palliative and end of life care by sharing good practice, innovative solutions and learning
- Provoking and challenging across sectors, bringing partners together to collaborate in new ways and think differently about solutions
- Embracing and provoking conversations about death, dying and bereavement across all sectors of our society - schools, workplaces and homes as well as between families, friends, neighbours and colleagues.

## Organisation Chart



# Job Description

**Job title:** Director of IT and Digital Services

**Direct reports:** IT team (2 staff)

**Key relationships:** Senior Management Team and all teams within Hospice UK, including Fundraising, Clinical, Campaigns and Communications, Operations and Members Engagement.

## Role purpose

The Director of IT and Digital Services will be responsible for delivering IT, technology, business systems and data requirements across Hospice UK, for identifying, developing and running Hospice UK digital services (including our digital training methodology, Project ECHO) and supporting hospices to understand the latest opportunities for digital services and collaboration. A strong people person and ambassador, who is both passionate about the opportunities benefits of technology and highly practical about cost effective implementation and maintenance.

This role will work closely with clinical colleagues and will manage a number of clinicians and medical staff. It is therefore essential that the post holder can understand how digital services can aid systems transformation and healthcare delivery and how clinical teams can work with digital technology to expand their reach and provide better care.

The role forms part of the Senior Management Team (SMT) and will work in close collaboration with the SMT and across departments including Income Generation and Communications to determine how our current data and IT systems can be improved enhance business performance and user experience.

## Main Responsibilities

### Lead a review of our current Systems & Processes

- Lead a review of thorough review of all IT and business systems with the objective of creating an integrated cost effective technology and data strategy, including:
  - Our network and infrastructure.
  - Use of remote working tools (video conferencing, hardware, telephony).
  - Our intranet and internal communications mechanisms, including how we can better use technology to facilitate information sharing and collaborative working.
  - Use of the CRM, including ability of users to easily generate reports, dashboards and information.
  - Our approach to data protection and GDPR compliance.
  - Procedures for capturing data from members and supporters and for communicating with them by email.
  - Staffing needs going forward to achieve this strategy.
- Lead on a review of our business data and analytics with the objective of improving internal and external processes so we establish and embed a data driven culture across the organisation to improve decision making and engagement.

## Strategy Development

- Develop an innovative cost effective strategy so the tech and systems that underpin our work with our members, supporters and job roles are effective, efficient and support the delivery of our day to day operations and strategy.
- Define a strategy for rolling out and supporting Project ECHO™ from our existing team in Northern Ireland and hubs across the UK. Lead the Project ECHO team to deliver and evidence systems transformation through learning and support across Health and Social Care.
- Develop new opportunities to grow the Hospice UK digital services offer in conjunction with the senior management team and wider Hospice UK staff.
- Assist Hospices in thinking about their long term digital, IT and data strategy through thought leadership blogs, videos and attendance at regional meetings, roadshows and conferences.
- Work with the Hospice UK senior management team and wider stakeholders to develop the new Hospice UK 5-Year Strategy, for launch in January 2023.

## IT Responsibilities

- To be responsible for planning, organising, monitoring and controlling all aspects of the applications development of computer systems, and the implementation of packaged systems, in accordance with authority and installation standards.
- To strategically manage the execution and development of all major ICT projects and activities by using proven project management tools and skills.
- To manage the provision and development of high quality, reliable, cost effective and efficient IT facilities, architecture and infrastructure, including;
  - Infrastructure management and security
  - Network management (LAN & WAN)
  - Procurement and asset management.
  - Telephony and other business machinery
  - Maintaining email and data links.
- To manage from an ICT perspective, the development of Hospice UK management information systems and data strategy, particularly in relation to the collection of data, information and intelligence from hospice members and supporters.
- Working in close partnership with appropriate colleagues to be the lead for the development of web functionality and facilitate the integration of web enabled applications.
- To have operational responsibility for managing projects and project teams related to ICT, business systems and applications. Use the appropriate project management procedures to deliver projects.
- To be responsible for management information, planning and execution of post-implementation reviews, maintain formalised regular contact with client departments to ensure operational systems are providing a satisfactory service.
- Ensure that all business systems are supported and maintained according to industry standards for quality system provision, and that requests for amendments and enhancements are properly authorised, change managed, and implemented in accordance with ITIL standards.
- To monitor and test application and database back-up and restore procedures.
- To provide expert knowledge and processes for the provision of software development and direct where this should be adopted, supporting end users when appropriate.
- Ensure that professional knowledge around development standards, data protection and other relevant legislation is kept up to date and implemented appropriately.
- To monitor purchasing, contracts and service level agreements with all suppliers providing all ICT related support, services or products.
- To oversee Hospice UK adherence to data protection legislation and the production of appropriate policies and procedures.

## Leadership and Management

- Manage the ICT, business systems and Project ECHO teams, providing a clear strategic direction, support, motivation and opportunities for staff development.
- Represent Hospice UK, actively networking and working with other senior staff to build and strengthen the charity.
- Input into business plans, budgets objective setting.
- Attend and present at Board meetings as required.
- Develop new, cost effective digital services to improve systems transformation and healthcare delivery.
- Working closely with the Director of Campaigns and Communications to ensure IT and Digital integration.
- Work closely with the Director of Income Generation to ensure that digital fundraising methods are optimised and data is used effectively to enhance the supporter experience.
- Working closely with the Advocacy and Influencing team on digital offers such as our PopNat population based needs assessment tool.
- Develop the staff and skills needed in the long term to implement the organisations technology strategy.
- Share and promote the aims of Hospice UK and our vision for the future of hospice and palliative care.
- Act as a champion for the charity as a member of the senior team and have shared corporate decision-making responsibilities as required.



# Person Specification

## Knowledge and Experience

- Demonstrable experience of leading and delivering a technology transformation strategy.
- Strong understanding of how digital services can aid healthcare delivery and transformation.
- Demonstrable experience of business system optimisation which improve processes and outcomes.
- Strong project management, business planning and budget management experience.
- Experience of consulting on and delivering change through collaboration and engagement with a variety of stakeholders.
- Experience of leading a high performing team.
- Significant experience of working with CRM/CMS.
- Thorough knowledge of SQL or other structured programming language.
- Knowledge of relevant legislation and changes to ICT and how they affect and apply to working practice.
- Knowledge of best practices in terms of ICT management and delivery, and translate them to Hospice UK in a pragmatic and cost-effective way.

## Desirable

- Experience of working in the not for profit sector.
- An understanding of SEO.
- Thorough understanding of web platforms, HTML and content management systems.
- Experience of Facilities Management.

## Skills and Abilities

- Outstanding verbal communication and influencing skills.
- Ability to work autonomously and balance innovation and pragmatism to ensure strategic objectives are met.
- Demonstrable leadership skills.

## Styles and Behaviours

- Candidates will be expected to share the values we aspire to: collaborative, compassionate, inclusive, innovative and knowledgeable.



# Terms of Appointment

## Salary

The salary for this role is £85,000 – £90,000 per annum on a full-time basis.

## Work Pattern

Full time, 35 hours per week.

## Location

The post holder will be based at Hospice House, Britannia Street, London, WC1X 9JG. Flexible location working from home is expected until at least Jan 2022.

## Annual leave

25 days annual leave. The leave year runs from 1 January to 31 December.

## Probation period

The probation period is three months.

## Pension

You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.

## Life Assurance

Is provided upon start date at three times salary, subject to acceptance by our insurers.

## Simplyhealth

A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental and optical care up to a policy limit and access to an employee assistance programme.

## Cycle to work scheme

Loaning of a cycle via a salary sacrifice scheme.

## Season ticket loan

An interest free loan is available after the completion of probation.





# How to Apply

If you would like discuss the role before making an application please contact [juliet.brown@starfishsearch.com](mailto:juliet.brown@starfishsearch.com). To make an application, please go to <https://starfishsearch.com/jobs/hospiceuk-dir-it-dig-ser/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Please also ensure you have completed and submitted the equal opportunities monitoring form that appears on this site as you submit your application. The information you provide will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

## Recruitment Timetable

<b>Closing date:</b>	Friday 5th November 2021
<b>Preliminary interviews with Starfish:</b>	Tuesday 16th November or Wednesday 17th November 2021
<b>Formal interviews with Hospice UK:</b>	End w/c 29th November 2021

