

**LOCSU Advancement Lead Team**

**Vacancy: Senior Advancement Lead and Advancement Leads**

Applicant Pack

3 May 2024

**Introduction**

The Local Optical Committee Support Unit (LOCSU) was set up to support Local Optical Committees to fulfil their statutory functions and so that GOS contractors and performers can deliver NHS eye care effectively in their areas.

**The People**

LOCSU consists of a small central team and a team of LOC advancement leads. Across the team we have a diverse mix of skills and experience with a proven track record of empowering LOCs and working with eye health leaders at all levels, with the ultimate aim to improve eye health and eye care across England.

[LOCSU central team and Advancement Leads | Our People](https://locsu.co.uk/about-us/our-people/)

**Our shared purpose:**

Our purpose is to support Local Optical Committees to fulfil their statutory functions well, so that GOS contractors and performers can deliver NHS eye care effectively in their areas.

**Our shared Vision:**

Our vision is to make it easier for Local Optical Committees to function and maximise opportunities to improve primary eyecare in their areas.

**Our shared values:**

In doing so we will live our values of being: Professional, Transparent, Supportive, Proactive, Inclusive, Collaborative and Approachable.

We are seeking highly skilled and enthusiastic local leaders to join the LOCSU team in the role of LOC advancement lead or senior advancement lead, to support the successful execution of the local and regional elements of the LOCSU forward plan. Through this role you will empower LOCs in their work, further develop local relationships and act as the principal conduit between LOCs and LOCSU.

Within LOCSU we have a positive team culture and welcoming team. Our fabulous team embraces diversity, encourages shared learning and does great work together.

  

 Janice Foster, CEO Zoe Richmond, Clinical Director

**Are you looking for an opportunity to apply your professional experience and leadership skills to help empower other local leaders and LOCs?**

**Are you passionate about improving the eye health of our population?**

**Do you want to expand your knowledge and reach through a portfolio career?**

You will be invaluable to the LOCSU team as we seek to recruit local leaders to ensure we fulfil our primary purpose of supporting LOCs to fulfil their statutory functions and so that GOS contractors and performers can deliver NHS eye care effectively in their areas.

**The Role - there are two opportunities…….**

Applicants may apply for either role or express their interest in both roles through a single process described later.

**Vacancy: LOC Advancement Lead**

**Reimbursement - £369 day rate**

**Consultancy agreement**

**The assignment can be found in Appendix 1**

The exact number of days required for the role will vary, but you will be available for a minimum of 8 days per month.

The contract term will be a minimum of 12months, and applicants will be invited to indicate their preference in contract term, with the options of 12 months, 18months and 24 months.

**Vacancy: Senior Advancement Lead (Clinical)**

**Salary Scale - £55,000-£60,000 based on experience (pro rata to 4 days per week)**

**Employed role, 4 days per week**

**Job description can be found in Appendix 2**

This is a new role within the organisation and offers an exciting opportunity for a clinician with a proven track record of leading eye care transformation. As a senior member of the advancement lead team, the role presents opportunity for clinical leadership and strategic influence.

**Why…**

As an advancement lead or senior advancement lead you will work closely with Local Optical Committees, working in partnership with the LOCSU central team, you will support LOCs to fulfil their responsibilities to the members they represent.

Good communication skills are critical to the role as you help cultivate strong relationships with LOCs and across key stakeholders and NHS organisations. It is important that LOCs foster opportunities for networking and collaboration, with one another and across the health systems to advocate for eye care and the role of primary eyecare in eye health improvement and transformation.

As an organisation, LOCSU are going through a transformational change, you will have the opportunity to influence; helping to shape our transformation, developing the LOCSU strategy, LOCs guidance tools and clinical pathways, providing clinical, business, commissioning, and LOC knowledge as appropriate to improve LOC resources and business planning.

**Who…**

It is vital that within the team we have individuals with the right expertise in leadership, relationship engagement, LOC, commissioning and clinical work, along with a passion for the scope of services delivered in primary care as well as the potential for reshaping the primary optical landscape in its delivery of extended services.

Applicants applying for the senior advancement lead should be practicing clinicians, registered with the general optical council with experience of working within primary eye care.

Applicants applying for the advancement lead role do not have to be clinical; applicants should be borne from working within an optical practice (clinical or management), working within a commissioning or regulatory organisation (such as NHSE/CCG/ICB), or with LOC membership experience. Applicants should ideally have an understanding of local representative committee work and responsibilities. A critical element of the role is to act as a vital conduit between LOCs across England and the LOCSU Board, ensuring the LOC voice is elevated and enriches LOCSU decision making.

As a LOC Advancement lead, working closely with LOCSU you will be responsible for:

* Acting as a conduit between LOCs and LOCSU, developing a strong relationship and enhancing communication and engagement.
* Empowering LOCs, providing leadership, expertise and guidance, as needed.
* Supporting LOCs to understand their own business requirements and support needs.
* Facilitating effective networking of LOCs regionally and locally, fostering opportunities for networking, shared learning and LOC collaboration.
* Support LOCs to build effective working relationships with the local and regional health system.
* Assist in the collection and collation of data to provide an up-to-date, detailed national picture of primary eyecare service activity and performance of established services.
* Work with LOCs on the promotion of local eye care services, extending the scope of care delivered within primary care and delivering improved patient outcomes and experience.
* Alert LOCSU to emerging themes, concerns and issues raised by LOCs, helping LOCs to identify risks and concerns, as needed.

A strong team comprises a diverse blend of individuals, with a good mix of professional expertise, capable of representing the communities they serve. We are looking to further enhance the existing strong skills mix within the LOCSU team, so in addition to generic leadership skills, experience in at least one of the following areas will be beneficial:

* Information Technology and Connectivity
* Commissioning
* Workforce
* Research, data and innovation
* Equality, Diversity and Inclusion
* Sustainability
* Health inequalities

We are keen to attract applicants from a wide range of backgrounds. With a strong focus on inclusion for all.

**Want… more information?**

We have a strong team culture. Existing members of the LOCSU team, including the existing Advancement leads, will be happy to provide working insight on their roles and the opportunity they afford to new talent.

Please do contact existing Team members directly [Our People](https://locsu.co.uk/about-us/our-people/) or contact:

Clinical Director, Zoe Richmond zrichmond@locsu.co.uk

CEO, Janice Foster jfoster@locsu.co.uk

**How…**

Please complete the application form included in this pack and return to info@locsu.co.uk no later than 12 noon on 22nd of May.

**Further information**

**Process of appointment**

**Appointment will be on merit, with applications short-listed following submission of a personal statement and CV and then competencies assessed at interview.**

We are interested in hearing from a wide range of applicants with a variety of experience and backgrounds.

We have provided application form for all interested applicants to complete.

**Application to be sent**

No later than 12 noon on 22nd of May.

Successful applicants will be informed by COP on 12th of June.

**Interview:**

Interviews will be held on 6th and 7th of June to be held in person in London (by exception, we will try and accommodate interviews virtually)

The interview will consist of a 10 minute presentation, with 5 minutes for Q&A immediately leading into a 30 minute panel interview which will allow time for applicants to bring their question. Total time no more than 45mins.

**Panel:**

Clinical Director, Zoe Richmond

CEO, Janice Foster

LOC representative

**Presentation:**

Applicants are invited to prepare a presentation. Following introductions and usual niceties, the interview will commence with the applicant presenting to the panel.

The presentation should last no more than 10 minutes and will be followed by a brief discussion covering the presentation.

Presentation title: The vision for LOCSU and LOCs.

In preparing your presentation, consider what the current and future challenges for LOCSU and LOCs might be and how to overcome them.

Include how you would deliver the advancement lead role.

**Eligibility and essential criteria**

Applicants must have a working knowledge of primary eye care or NHS commissioning.

Applicants will be expected to have either an in-depth understanding of LOC working, optical practice or local commissioning and be well versed in the challenges and opportunities facing LOCs, optical practices and the NHS.

**Competencies**

Please provide evidence in your personal statement of some or all the following competencies and highlight any areas in which you would welcome support and development.

Communication

* Listens and actively seeks to understand opinions of others.
* Demonstrates a high level of interpersonal skills when approaching and building effective relationships with diverse groups.
* Has the ability to communicate effectively to ensure two-way dialogue between the LOCSU team, LOCs and wider stakeholders (national, regional and local bodies).

Personal Impact

* Has credibility amongst peer group.
* Able to foster strong relationships and create opportunities for networking and collaboration, bringing LOCs together.
* The confidence and skill to speak up and constructively challenge LOCs and team members where appropriate to do so.
* Through actions is able to influence and inspire others.

Political Astuteness

* Understands the wide range of NHS bodies and interest groups, their strategies and influence and demonstrates the ability to manage the dynamic between them so as to provide effective leadership.

Team player

* Enthusiastic and friendly, ever willing to support a team member.
* Work with team members and the senior leadership team to continually develop and improve a positive team culture.

Decision making

* Ability to make decisions objectively and within set timescales.
* Commitment to using an evidence-based approach when reaching decisions.

Self sufficient

* Highly motivated with excellent problem-solving skills and able to work autonomously.
* Proven track record in taking ownership and identifying opportunities for innovation.
* Good time management with ability to work to deadlines, managing workload, working with multiple LOCs and on multiple tasks at the same time.

Creating a climate for innovation

* Help create a climate that is open to new ideas.
* Be prepared to challenge the status quo.
* Explore innovative ways of solving problems with colleagues.

**Appendix 1**

**Job Description – Senior Advancement Lead/Assistant Clinical Director**

|  |  |
| --- | --- |
| Job Title:  | Senior Advancement Lead/Assistant Clinical Director  |
| Salary scale:  | £55,000-£60,000 based on experience (pro rata to 4 days per week)  |
| Hours:  | PT, 4 days per week  |
| Reports to:  | Clinical Director  |
| Location:   | Hybrid/remote with some travel across England and evening working |

Purpose:

To provide strong clinical leadership, working in close partnership with the Clinical Director and Chief Executive Officer to help to ensure that the strategic and operational aspects of LOCSU’s work are appropriately completed and delivered. Also to ensure that LOCs are represented within all appropriate clinical areas of influence to progress the wider aims of primary eye care in partnership with other sector bodies.

As a senior member of the advancement lead team, and in collaboration with the Clinical Director, provide clinical leadership, strategic oversight, and mentorship to the LOCSU operational field team.

As an Advancement lead team member, and principle conduit between LOCSU and LOCs, support and empower LOCs and manage relationships with LOCs as a liaison and specialist/expert advisor, complementing the work undertaken by LOCSU, through the provision of specific insight, expertise and knowledge that enhance LOC committee skills.

Key Responsibilities:

* To deputise and aid the Clinical Director (CD), as required.
* Act as a senior advancement lead:
* by providing expert support and empowerment to LOCs, working as an advancement lead, fulfilling the responsibilities and activities of an advancement lead, as required.
* Support LOCs to review and reflect, focussing upon governance, structure and identifying skill gaps within the committee and providing recommendations for further training, development, and improvement opportunities to aid succession planning and increase LOC effectiveness.
* promote the role of LOCs, optometric practice, optometrists, and their practice teams, to support sustainable transformation of eye care services.
* in partnership with the CD, provide clinical leadership, strategic oversight and mentorship to the LOCSU operational field team.
* Provide support to the CD to:
* develop and implement a clinical workplan, aiming to maintain appropriate clinical pathway resources to support the delivery of high quality extended eye care services, with the aim to embed best clinical practice and reduce unwarranted variation in service delivery and outcomes.
* develop and maintain the evidence base underpinning the clinical pathways, including creating a research hub and the development of clinical case studies demonstrating the benefit of the pathways in operation and showcasing the role of the LOC supporting optical practice.
* contribute to clinical consultations and development of national clinical and commissioning guidance.
* Working with the LOCSU team, continually support the maintenance and transfer of knowledge, contacts, and activities, within LOCSU, so that organisational memory, experience, and engagement is firmly established against any future risks.
* Support in the development and successful execution of the LOCSU strategy.
* Represent LOCSU, as part of a wider primary eye care team, to key stakeholders across the sector and wider health system.
* Alongside LOCSU staff support successful execution of the LOCSU Forward Plan.

Experience/skills:

* Registered clinician with significant and ongoing working experience in primary eye care.
* Proven track record of leading pathway redesign and supporting eye care transformation, working at a local, regional and/or national level.
* Motivational leader with well-developed interpersonal skills, experience leading teams and team working, creating a positive team culture where team members can thrive.
* Ability to build rapport, credibility and work collaboratively with stakeholders at all levels.

All staff skills/qualities:

* Excellent communications skills (written and verbal), proficient in SharePoint, outlook, PowerPoint, word, excel, virtual meeting platforms.
* Enthusiastic, friendly, and helpful team player that is solution focussed and ready to support others succeed and desire to ‘make it easy’ for all colleagues and customers.
* Proactive, with a positive ‘can do’ attitude and a desire to strive for self-improvement.
* Highly motivated and flexible problem solver who can adapt to change quickly.
* Able to work autonomously and create a vision for their own area of work, explaining how this fits with the overall strategy.
* Ability and flexibility to travel in England for team and LOC meetings, including some evening meetings.
* Excellent relationship development and management skills with a focus on providing high quality customer service.
* Excellent problem-solving skills including understanding how a national support unit can complement and enhance regional teams.
* Experience working in a fast-paced environment with multiple stakeholders and, sometimes, conflicting priorities.
* Proven track record in taking ownership and identifying opportunities for innovation.
* Act as project lead where required and provide appropriate partnership, leadership, support, and training in own subject matter.
* Facilitate and demonstrate LOCSU value proposition and drive confidence in services.
* Support whole LOCSU team with ad hoc tasks where required to ensure overall business objectives are met.
* Ability to manage confidential and sensitive information.
* Used to working to deadlines, prioritising workload, working on multiple projects and tasks at the same time.

**For Senior Advancement Lead**

**Benefits package:**

As a small organisation, it is important that LOCSU consider additional benefits to both attract and retain staff in a competitive market. To supplement direct salary payments, LOCSU has a range of published benefits which have been developed over the past few years. The benefit offer is for employees only and the current offer is as detailed below:

Financial and Life Planning

* Pension (3% employee contributions/5% employer or 5% employee contribution/

7% employer)

* Annual Pension Planning Meeting.
* Life Assurance – 4 x salary.
* Interest Free Season Ticket Loan.

**Rewards/Benefits package**

* Access to Rewards Gateway, a benefits organisation that provides savings with many big brands and cash back options as well as wellbeing, exercise and celebration hubs and advice and support.

**Health and Wellbeing**

* Optical (Eye care and Optical Appliance) – reimbursement of up to £50 on sight tests, plus up to £150 contribution toward new optical appliance due to prescription change.
* Occupational Sick Pay.
* Employee Assistance Programme with Legal and General.

**Time and Work Life Balance**

* Holidays – 26 days annual holiday entitlement, with an addition day after 2 years and again at 4 capped at 28.
* LOCSU day – additional 1 day leave to be taken within the employee birthday month.
* Flexible choice – option to buy additional holiday.
* Career Break policy.
* Flexible working – varying start and finish times, core 7 hours per day.
* Hybrid/home working.

**Career Development**

* Funded training and development opportunities – agreed to support personal development and enhance skills and knowledge to further career.
* Protected learning and development time – dedicated hours to progress training and personal development skills.

**Appendix 2**

**LOC Advancement Lead Assignment, May 2024**

**Reimbursement: £369 day rate**

**Consultancy agreement**

**Reports to: Clinical Director**

**Location: Home working, with some travel within England and evening working**

Assignment outline/scope of work

The overarching purpose of this role is to support and empower LOCs in their role as eye care leaders in the area, to enable robust and skilled committees to achieve optimal results for their constituents. Working alongside LOC members and officers, the role will assist in developing relationships, influencing commissioning and service provision/design decisions, upholding high standards, increasing activity and funding into primary eye care, and supporting the sustainable growth of practices and professionals across England.

Acting as an LOC Advancement Lead and principal conduit between LOCSU and LOCs, the consultant will manage relationships with LOCs as a liaison and specialist/expert advisor, complementing the work undertaken by LOCSU, through the provision of specific insight, expertise and knowledge that enhance LOC committee skills.

In close partnership with their LOCSU central team “buddy”, the consultant will foster closer working relationships with LOCs in England, providing general leadership and front-line support, on behalf of LOCSU, and ensuring the cross fertilisation of knowledge and best practice, particularly bringing to life national sector strategy at a local level, whilst balancing the sensitivities of local needs.

Borne from working within an optical practice (clinical or management), working within a commissioning or regulatory organisation (such as NHSE/CCG/ICB), or with LOC membership experience, the consultant will support successful execution of the LOCSU Forward Plan alongside LOCSU staff and other LOCSU consultants/contractors, including ensuring value for money and undertaking the assessment, evaluation and reporting of local activities and recommendations for further developments, initiatives and opportunities to meet sector, LOCSU, and LOC needs.

Working with LOCSU and with each LOC, the consultant will work to deliver LOCSU’s strategic priorities for 2024-2025, to:

* Increase LOC focus.
* Support LOCSU transformation.
* Help facilitate LOC development.
* Encourage improvement in PEC relationships.
* Improve collaboration and communications.
* Build the evidence base and data.
* Protect and increase resource in primary eyecare.

A list of LOCs specific to consultant will be agreed following successful interview.

Note: consultants will be required to be flexible and may be asked to directly support additional LOCs not listed at the request of the client. Such arrangements will be discussed and agreed with the consultant in advance.

Responsibilities

The consultant will support and empower LOCs; working with LOCSU and each LOC, the consultant will support LOCs to review and reflect, focussing upon governance, structure and identifying skill gaps within the committee and providing recommendations for further training, development, and improvement opportunities to aid succession planning and increase LOC effectiveness.

In addition to the focussed support to the named LOCs, the consultant will assist in the development of LOCSU strategy and clinical pathway development work, and will provide their subject matter expertise - working clinical, business, commissioning and/or LOC knowledge - to inform and improve LOCSU resources and business planning and provide wider LOC support, as needed.

The consultant will utilise and help coordinate subject matter expertise from across the LOCSU team to ensure LOCs are well supported and team resource used efficiently and to greatest effect.

LOC Advancement lead key activities include:

* Attendance at LOCSU meetings as requested, to include but not limited to, six in-person day meetings, fortnightly virtual team meetings, quarterly assignment review meetings.
* Prepare quarterly activity and progress reporting.
* Keep LOCSU fully appraised of issues/challenges, priorities, opportunities and enquires raised within LOC discussions, alerting LOCSU to emerging issues and trends as they arise and, if needed, working with LOCSU, sector leads and the LOC to develop and execute mitigation plans.
* Maintain the service tracker and LOC record.
* Assist in the collection and collation of data to provide an up-to-date, detailed national picture of primary eyecare service activity and performance of established services.
* Facilitate LOC regional forums and shared purpose at system-level, fostering opportunities for networking and LOC collaboration.
* Encourage and support LOCs’ skills and knowledge self-assessments to inform and empower committee development and improvement.
* Provide LOCSU representation at LOC annual general meetings, the national optical conference, and regional optical conferences, as arranged.

The LOC Advancement lead will support LOCs to:

* be advocates for Primary Eye Care and Optometry and promote adherence to professional standards and best practice, locally.
* deliver effective business and succession planning, and to increase efficiencies.
* prepare local and regional proposals for the development and promotion of local eye care services based on LOCSU resources, national guidance, and local / regional needs.
* fully understand the information and stance provided by LOCSU and the wider eye care sector in relation to national strategies, priorities, and information.
* build and establish local and regional relationships within their area, particularly with NHS organisations.
* be strong advocates for equality, diversity, and inclusion within the profession, helping LOCs to create a welcoming and inclusive environment for all their members.
* facilitate support for professional wellbeing locally, signposting to national resources and support as needed.
* liaise with practitioners and LOC members, helping to raise awareness and participation on the LOCSU training resources.

Whilst the nature of the work is, to a degree, influenced by LOC needs, the consultant is required to be flexible within services to respond to ad hoc requests that arise. Additional activities might include:

* Review and provide feedback on LOCSU resources in development and contribute to LOCSU communications, including podcasts and fortnightly bulletins.
* Support LOCs at their meetings with commissioners, to present proposals along with the LOC, following up with commissioners, as needed.
* Engage collaboratively with team members on projects as they emerge, leveraging essential skills.

Outside of scope

The provision of professional, financial, and legal advice should be immediately and appropriately referred to LOCSU, though engagement in preparing information to facilitate the instruction of professional advice may be required.

Additionally, the consultant should not duplicate work undertaken within LOCSU and should work closely with the LOCSU Clinical Director when requested to provide information on support requests made by LOCs that may be best executed within LOCSU. Where there is doubt, confirmation as to whether specific work is within scope of the assignment should be sought.

Aims

* Provide effective support to the LOCs.
* Motivate and mobilise local leadership.
* Facilitate LOC collaboration and shared purpose at system and regional level.
* Work alongside LOCs to promote LOCSU pathways and help identify opportunities for primary eyecare.
* Enable LOCs to understand and exploit local, regional, and national drivers for change.
* Support LOCs in service development discussions and preserving and/or improving sustainable services, where they are commissioned.
* Support LOCs to build effective working relationships across the local health system and to raise the profile of the LOC(s) across all NHS stakeholders.
* Support LOCs to understand their own business requirements and support needs, especially relating to succession planning.

Timescale

The assignment will be undertaken over a 12-, 18- or 24-month period (commitment as defined within the core consultancy agreement) with quarterly reporting against deliverables. The consultant is expected to be fully responsive and support of the delivery of the assignment with the aim of supporting LOCSU to empower and develop LOCs.

Deliverables, monitoring & reporting

The consultant will endeavour to deliver empowered LOCs, with a strong relationship with LOCSU, and a clear record of all support provided and development needs of the future; specifically supporting the objectives laid out in the LOCSU strategy in relation to LOCs.

A quarterly assignment monitoring meeting will be held with the consultant and LOCSU to consider performance against the scope of the assignment and to review and agree assignment priorities for the coming quarter.

For this monitoring meeting, in advance of the meeting, the consultant will provide a quarterly activity and progress report to LOCSU. This will enable the assignment to be monitored against progress and the report will specifically include:

* maintaining LOC record and information
* a progress update for each LOC including needs specific support needs.
* summary of LOC engagement, including quantity of LOC meetings supported and those with partners/stakeholders.
* details of priority pieces of work and next steps.
* successes within the last quarter, with learning to share with LOCSU.
* concerns / issues raised in the last quarter with mitigation plans.
* compliments to raise with LOCSU.
* trends identified through regional forum and LOC engagement.
* locally commissioned services and service opportunity discussions for the LOCs. Recorded on the report template provided by LOCSU and updated monthly (minimum)
* evidence of supporting LOCSU collation of all data, evidence, and information
* summary (including quantity) of LOC activity /requests signposted elsewhere for support, including to LOCSU, and detail of where signposted too, including rationale
* summary (including quantifying) overall activity against the assignment.

At the end of the assignment, the consultant will provide to LOCSU an annual report that highlights activity undertaken, recommendations for future LOC Advancement lead/

regional /LOC work, recommendations for LOCSU areas of improvement and a profile/assessment of each LOC and services within their area.