

OPERATIONS MANAGER – DERMATOLOGY & ORAL AND MAXILLOFACIAL SURGERY

Candidate Pack



Colleague Benefits

General

- 27 days annual leave entitlement, increasing with length of service, plus 8 bank holidays
- Flexible working policies
- Generous maternity pay and 2 weeks full pay paternity leave
- Colleague recognition scheme and long service awards
- Greener travel initiative, including cycle to work scheme and lift share
- Childcare information and support available, including onsite nurseries
- Discounted bus passes with Arriva

Financial

- Access to various local and national discounts via various external websites
- Salary sacrifice schemes
- Generous pension scheme
- Access to a financial support booklet
- Pre-retirement courses
- Free Will writing service
- Savings and Loan schemes

Learning and Development

- Coaching and Mentoring
- Leadership Academy – leadership and management training for all staff
- Access to E-Learning courses
- Apprenticeships – growing number of apprenticeship opportunities across all disciplines
- Secondment and acting up opportunities
- Support to complete qualifications whilst on the job

Wellbeing

- Coaching
- Mental Health First Aiders
- Chaplaincy
- Fast track physiotherapy service
- Free eye test vouchers
- Slimming World referral scheme
- Cervical screening service
- Long Covid support
- Access to wellbeing/rest rooms
- Menopause support
- Men's Health forms and MOT
- Discounts with local gyms



Poppy's Promise

Poppy's Promise is a compassionate care initiative introduced within this Trust to enhance communication, respect and empathy across every aspect of patient care.

The initiative was founded by Katie Russell, following the loss of her daughter Poppy, who tragically died at just twelve hours old due to failures in care and communication. Born from that experience, Poppy's Promise serves as a powerful reminder that while clinical skill saves lives, it is compassion, listening and respect that define the quality of care and human connection. By embedding this promise across our organisation, we ensure that no patient or family ever feels unseen, unheard, or uncared for.

Poppy's Promise is a five-stage framework that supports NHS staff to provide compassionate, consistent and patient-centred care. It aims to create a culture where empathy and communication are prioritised at every level – from education and recruitment to daily patient interactions.

At the heart of the initiative lies the C.A.R.E. framework, which outlines four guiding principles for staff to follow. The CARE principles form the foundation of Poppy's Promise. They describe the behaviours, attitudes and values that underpin every interaction – between staff and patients, staff and families, and colleagues with one another.

CARE is not an additional task. It is how care is delivered.

C.A.R.E. Meaning and Practice

Compassion - Demonstrate genuine kindness, empathy and humanity in every interaction. Compassion means recognising the emotional as well as the physical needs of patients, families and colleagues, and responding with care, patience and understanding. Small acts of compassion can have a lasting impact.

Acknowledge - Actively listen and be fully present. Use eye contact, names and open body language, and acknowledge the individual's feelings, concerns and lived experience. Every person should feel seen, heard and taken seriously.

Respect - Treat everyone with dignity, honesty and fairness at all times. Respect individual differences, personal circumstances and lived experience. Trust is built through respectful behaviour, consistency and integrity.

Empower - Enable people to be active participants in their care and work. Communicate clearly, encourage questions and shared decision-making, and ensure patients, families and colleagues feel informed, confident and included. Poppy's Promise is more than a framework – it represents a cultural shift towards human-centred care. By adopting these principles, we:

- Strengthen trust and communication between staff and patients
- Reduce avoidable harm through better understanding and listening
- Improve patient experience and staff wellbeing
- Foster a culture of openness, empathy and shared responsibility

Every member of staff has a role to play in bringing Poppy's Promise to life. Whether you are clinical, administrative or support staff, compassion and communication are part of everyone's role.

In daily practice, you can:

- Take a moment before entering a patient's space – centre yourself, focus on the person, not the task
- Use clear, respectful and kind language
- Listen without interruption and acknowledge emotions expressed
- Be honest and transparent, even when conversations are difficult
- Reflect after interactions – consider how your approach made the patient or family feel

All staff within the Trust are expected to:

- Uphold the values of Poppy's Promise in all patient and colleague interactions
- Attend any training, workshops or refreshers provided as part of the initiative
- Support colleagues in modelling compassionate behaviours
- Raise concerns constructively when communication or respect fall short
- Reflect these principles in both professional and personal conduct within the workplace

Together, we can make every interaction an opportunity to care, listen and make a difference.

That is Poppy's Promise.

Job Summary

This summary has been generated using AI to provide a clear and accessible overview of the role. It is intended to support candidates who may find the full job description harder to read, such as those who are neurodiverse, have learning disabilities or lower literacy levels. Our goal is to make the application process more accessible and inclusive for everyone.

- Lead the day-to-day running of Dermatology and Oral & Maxillofacial Surgery (OMFS) services, ensuring patients receive safe, high-quality care.
- Manage staff, budgets, performance and resources to make sure services run efficiently and meet local and national standards.
- Work closely with doctors, nurses and other teams to improve patient care, reduce waiting times and support service development.
- Use information and data to monitor performance, manage risks and help services achieve their goals.
- Support and develop staff, promoting a positive, inclusive and supportive working environment.
- Lead service improvement projects and help deliver the Trust's wider goals by finding new and better ways of working.

Job Description

Job title:	Operations Manager – Dermatology and OMFS
Grade:	8A
Site:	The Royal Shrewsbury Hospital
Accountable to:	Deputy Director of Operations
DBS required:	Yes

Job Purpose

The post holder will provide operational leadership and management for Dermatology and Oral & Maxillofacial Surgery (OMFS), ensuring the efficient and effective use of resources to deliver safe, high-quality, responsive and patient-centred care.

Working in partnership with clinical, nursing and corporate colleagues, the post holder will be responsible for day-to-day service delivery, operational performance, workforce, finance, governance, risk and service improvement across the portfolio. They will ensure that patient pathways are actively managed and that services are delivered within agreed quality, performance and financial plans.

The post holder will lead and develop the operational management team, support transformation and innovation, and work across centres where required to contribute

to delivery of divisional and Trust strategic objectives. Patient experience, safety, equality and continuous improvement will be central to all responsibilities

Organisational Chart

Deputy Director of Operations
Operations Manager - Dermatology and OMFS
Assistant Operational Manager(s)
Co-ordinator(s) and Support Co-ordinator(s)

Main Duties and Responsibilities

Leadership

- Provide visible, professional and compassionate leadership across Dermatology and OMFS, using data and intelligence to support decision-making and the delivery of safe, effective services.
- Lead, motivate and develop the operational management team, setting clear objectives and promoting accountability, inclusion, staff engagement and continuous learning.
- Act as an ambassador for the Centre and Trust, modelling the Trust values and the NHS Code of Conduct for Managers.
- Promote effective cross-site and cross-centre working and maintain a regular presence within clinical and patient-facing areas.
- Provide timely operational advice, escalation and assurance to the Deputy Director of Operations and relevant governance forums.

Service Delivery

- Lead the formulation, implementation and monitoring of service delivery plans for Dermatology and OMFS in partnership with clinical leads, matrons, nursing teams and corporate services.
- Monitor and manage clinical, operational and financial performance, analysing complex information and presenting clear options, recovery actions and recommendations.

- Ensure robust systems are in place to manage patient pathways, waiting lists, data quality and day-to-day operational workload.
- Lead delivery against relevant national and local access and performance standards, including Referral to Treatment, cancer and diagnostic standards where applicable to the portfolio.
- Ensure capacity and demand modelling, job planning assumptions, clinic templates and theatre/outpatient utilisation are regularly reviewed and aligned to patient need, agreed standards and available resources.
- Identify and address performance variation, agreeing and delivering remedial or recovery plans and escalating risks through divisional governance arrangements.
- Work with Finance, People and Organisational Development, Nursing, Digital, Estates, Procurement, Performance and clinical teams to ensure accurate information and coordinated delivery.
- Ensure services have effective arrangements for patient flow, urgent pressures, escalation, business continuity and operational resilience
- Work with Patient Advice and Liaison Service and complaints colleagues to support prompt resolution of concerns and ensure learning is embedded.

Business Planning

- Lead the development and implementation of business and operational plans for the portfolio, aligned with Centre, divisional and Trust priorities.
- Prepare and contribute to business cases, options appraisals and service proposals using activity, workforce, quality, capacity and financial information.
- Engage clinical and operational stakeholders in annual planning, demand and capacity reviews and the development of sustainable models of care.
- Monitor delivery against agreed plans and ensure corrective action is taken where progress is not as expected.

Governance and Risk

- Ensure effective systems are in place to identify, report, monitor and manage clinical and non-clinical risks, including patient safety, health and safety, regulatory compliance and operational delivery.
- Maintain appropriate oversight of risk registers, incidents, actions and assurance, escalating significant or unresolved risks through the agreed governance process.
- Ensure incidents and complaints are reviewed and responded to within required timescales, with actions and learning shared and implemented.
- Lead or contribute to investigations, reviews and action plans, working collaboratively with patient safety and governance teams.
- Ensure business continuity plans for Dermatology and OMFS are current, tested and reviewed at least annually.
- Ensure governance requirements are followed in relation to recruitment, procurement, finance, information governance and records management.

Quality and Service Improvement

- Lead quality, productivity and service improvement across Dermatology and OMFS, using benchmarking, trends, patient feedback and performance data to identify priorities.
- Work with clinical teams, the Service Improvement team and Programme Management Office to design, implement and evaluate sustainable improvements.
- Promote standardisation, pathway redesign, digital innovation and new ways of working that improve access, quality, productivity and patient experience.
- Ensure improvement plans have clear ownership, milestones, measures and governance, and that benefits and learning are reported.

Workforce

- Be responsible for the effective management of non-medical staff within the agreed area of responsibility, including workforce planning, recruitment, induction, appraisal, development, attendance and performance management.
- Ensure staff have clear roles, current job descriptions, objectives, development plans and access to appropriate education and training.
- Lead workforce transformation and management of change processes, in partnership with People and Organisational Development and staff-side colleagues where appropriate.
- Ensure staffing is deployed safely and effectively within funded establishments and that requests for additional resource follow Trust workforce controls.
- Promote a culture of inclusion, wellbeing, engagement, psychological safety, learning and continuous improvement.
- Work with clinical leads to support robust medical staffing, rota and leave arrangements, escalating risks to service continuity as required.
- Ensure workforce policies are applied consistently and appropriately across the portfolio.

Finance

- Hold delegated responsibility for the effective financial management of Dermatology and OMFS services, operating within agreed budgets, controls and levels of authority.
- Monitor expenditure, income, activity and forecasts with Finance colleagues, explaining variance and implementing timely corrective action.
- Deliver agreed efficiency and productivity requirements without compromising quality or patient safety.
- Ensure assets, equipment and resources are used efficiently and contribute to capital planning and replacement programmes.

- Ensure compliance with procurement requirements, standing financial instructions and the No Purchase Order, No Payment policy.
- Ensure additional activity, waiting list initiative information and relevant timesheets are accurately recorded, authorised and submitted within required timescales.

Representing the Centre and the Trust

- Develop effective working relationships with patients and representatives, commissioners, primary care, partner organisations and other stakeholders as required.
- Represent the Centre, Division and Trust at internal and external meetings, presenting complex or sensitive information clearly and professionally.
- Build networks with other NHS organisations and services to identify, share and adopt good practice.

Special Projects

- Lead or contribute to special projects, service reviews, transformation programmes and Trust-wide operational priorities as required.
- Undertake other duties consistent with the level and purpose of the post.

Range of Authority

- Act autonomously within Trust policies, standing financial instructions, delegated budgets and agreed objectives, seeking advice or escalation where decisions have significant quality, workforce, financial or cross-organisational implications.
- Prioritise resources, agree operational responses, manage staffing and performance matters, and implement standards, policies and protocols within the area of responsibility.
- Contribute to decisions concerning service configuration, contracting, budgetary management, business planning, workforce and risk.
- Discuss with the line manager before acting on significant changes to staffing or skill mix, material changes to service delivery, unplanned financial commitments, or policies affecting other Centres.

Equipment and Systems

- Use standard office equipment and a range of electronic clinical, workforce, financial, performance and information systems relevant to the role.
- Ensure local systems and equipment are used safely and effectively, with faults, risks and digital requirements escalated through appropriate channels.

- Promote accurate, timely and secure recording of information across all systems.

Physical, Mental and Emotional Demands of the Post

- Analyse and interpret complex and sometimes conflicting clinical, operational, workforce and financial information and present options for action.
- Prepare and deliver presentations and reports to staff groups, senior managers and governance forums.
- Manage frequent interruptions and competing priorities while maintaining concentration and sound judgement.
- Handle challenging, sensitive and emotive situations involving patients, families and staff, using negotiation, influencing and conflict-resolution skills.
- Regularly manage service pressures, complaints, staffing concerns and situations requiring prompt escalation or decision-making.

Working Conditions

- Maintain a strong and visible presence within patient and clinical environments.
- Work in normal office conditions, including regular display screen equipment use.
- Travel regularly between Trust sites and attend meetings across the organisation.

Review

This job description outlines the principal responsibilities of the post and may be subject to periodic change. The job title is not restrictive and the post holder may be required to undertake other duties within their competence and consistent with the level of the role.

The post may change over time to reflect developing service and organisational needs and the personal development of the post holder. Any material changes will be discussed with the post holder.

Person Specification

	Essential	Desirable
Qualifications	• Degree-level qualification or equivalent relevant management experience • Evidence of continuing professional development in operational management, leadership, service improvement or a related field.	• Postgraduate management or leadership qualification • Recognised quality/service improvement or project management qualification
Experience	• Substantial operational management experience in a complex healthcare environment, including responsibility for service performance and delivery • Experience of leading and managing staff, including recruitment, appraisal, attendance, capability/performance and workforce planning. • Experience of working effectively with senior clinicians, nursing leaders, corporate teams and multidisciplinary stakeholders • Experience of analysing complex performance, activity, workforce and financial information and using it to support decisions and recovery plans	• Operational management experience within acute NHS surgical, outpatient, Dermatology or OMFS services. • Experience of preparing business cases, options appraisals or service proposals. • Experience of delegated budget responsibility.

	• Experience of leading service improvement, redesign or organisational change and delivering measurable outcomes • Experience of financial management, budget monitoring, productivity or efficiency delivery • Experience of governance, risk, incident or complaint management in a patient-facing service	
Knowledge and skills	• Comprehensive understanding of NHS operational management, access and performance requirements relevant to planned and cancer care. • Understanding of Referral to Treatment, cancer and diagnostic standards and the principles of waiting-list and patient-pathway management • Knowledge of clinical governance, patient safety, risk management, information governance and business continuity • Understanding of workforce policy, equality and inclusion, staff engagement and organisational change • Understanding of NHS finance, procurement, productivity and annual	• Knowledge of the operational requirements and pathways relevant to Dermatology and/or OMFS • Advanced spreadsheet, data visualisation or performance-reporting skills

	operational/business planning • Strong and credible leadership, with the ability to motivate teams, set clear expectations and hold others to account compassionately • Highly developed communication, negotiation, influencing and relationship-management skills, including the ability to communicate complex or sensitive information • Ability to interpret and present complex data, identify trends and risks, develop options and make evidence-based decisions • Ability to prioritise and deliver in a pressured environment with competing demands, ambiguity and frequent interruption • Ability to lead change, manage conflict and secure engagement across professional and organisational boundaries • High standard of written communication, report writing, presentation and digital literacy	
Other	• Patient-centred, inclusive and improvement-focused, with a strong commitment to quality, safety and staff wellbeing	

	• Resilient, calm, accountable and able to exercise sound judgement in challenging circumstances • Demonstrates integrity, discretion, political awareness and the Trust values and behaviours • Able to travel regularly between Trust sites and work flexibly to meet service needs	
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General conditions

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

Health & Safety

As an employee of the Trust you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work;
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to;
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety.

Infection Prevention and Control

The prevention and management of acquired infection is a key priority for the Trust. Any breach of infection control policies is a serious matter which may result in disciplinary action. As an employee of the Trust you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself;
- be aware of infection prevention and control policies, practices and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and staff;

- maintain an up to date knowledge of infection prevention and control, policies, practices and procedures through attendance at annual mandatory updates and ongoing continuing professional development;
- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy).

Information Governance

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently and effectively. You are required to comply with the Trust's Information Governance policies and standards. Failure to do so may result in action being taken in accordance with the Trust's Disciplinary Procedure.

- **Confidentiality and Security** - Your attention is drawn to the confidential and sensitive nature of information collected within the NHS. Whilst you are employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.
- **Disclosure of Information** - The unauthorised use or disclosure of information relating to the Trust's activities or affairs, the treatment of patients or the personal details of an employee, will normally be considered a serious disciplinary offence which could result in dismissal. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment. Unauthorised disclosure of any of this information may be deemed as a criminal offence. If you are found to have permitted the unauthorised disclosure of any such information, you and the Trust may face legal action.
- **Information Quality and Records Management** - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

Professional Standards and Performance Review

As an employee of the Trust you have a responsibility to:

- participate in statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct;
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates;
- participate in the Trust's appraisal processes including identifying performance standards for the post, personal objective setting and the creation of a personal development plan in line with the KSF outline for the post.

Safeguarding Children and Vulnerable Adults

We all have a personal and a professional responsibility within the Trust to identify and report abuse. This may be known, suspected, witnessed or have raised concerns. Early recognition is vital to ensuring the patient is safeguarded; other people (children and vulnerable adults) may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The Sharing of Information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults.

- As an employee of the Trust you have a responsibility to ensure that:
 - you are familiar with and adhere to the Trusts Safeguarding Children procedures and guidelines.
 - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

NHS Sexual Safety Charter

The Trust is committed to ensuring that all employees work in an environment that is safe, inclusive, and free from sexual misconduct, harassment, and discrimination. As a signatory to the NHS Sexual Safety Charter, the Trust upholds a zero-tolerance approach to sexual harassment and supports anyone affected by inappropriate behaviour. In accordance with the Workers Protection (Amendment of Equality Act 2010) Act 2023, the Trust has a statutory duty to take reasonable steps to prevent sexual harassment of its employees. All staff, are required to treat others with dignity and respect at all times and to cooperate with Trust policies, procedures and training designed to maintain a culture of safety, professionalism, and mutual respect.

Social Responsibility

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

Continuous Improvement

The Shrewsbury and Telford Hospital NHS Trust aims to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

To support this, we have developed the SaTH Improvement Method, a structured approach to change that provides practical tools and techniques to help you understand what success looks like with clear aims, enables you to measure progress and plan meaningful improvements.

You won't be doing this alone. Whether you're new to improvement or already leading change, the Improvement Hub is here to guide you with expert advice, hands-on support, and a wide range of training opportunities to help you grow and thrive throughout your time at SaTH whilst making improvements in your area of work. Join us in shaping a culture of continuous improvement, where every colleague is supported to make a difference.

Equal opportunities and diversity

The Shrewsbury and Telford Hospital NHS Trust is an Equal Opportunities Employer, fully committed to fostering an inclusive workplace where all staff feel valued and able to thrive. We believe that a diverse workforce, reflective of our community, is essential for delivering the best patient care.

We will not discriminate against any job applicant or colleague based on any protected characteristic, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Selection for appointment, training, development, and promotion will be based purely on merit and the individual's ability to meet the role requirements.

As a post-holder, you have a personal responsibility to uphold the Trust's commitment to equality by treating all colleagues and patients with respect and dignity. You must actively support measures introduced to ensure equality of opportunity and will not discriminate, harass, or bully others, or condone such behaviour.

