

PRIMARY CARE LIAISON / PROJECT MANAGER

Candidate Pack



Our Trust

At The Shrewsbury and Telford Hospital (SaTH), our vision is to provide excellent care for the communities we serve. Working together across our teams, we provide district general hospital services for around half a million people in Shropshire, Telford & Wrekin, and mid-Wales.

Our main service locations are The Royal Shrewsbury Hospital and The Princess Royal Hospital, Telford, which together provide 99% of our activity. Alongside these, we also provide community and outreach services across the local area.

As one of Shropshire's biggest employers with around 7,000 staff, we offer a wide range of opportunities to build a rewarding career across both clinical and non-clinical roles. Our people are dedicated and passionate, working together to deliver the best patient care. No matter your role, you'll be joining a supportive team environment where you'll be able to make a real difference for our patients.

We are committed to supporting you at every stage of your career with us, whether you're starting something new or looking to take the next step into leadership. With strong partnerships and our newly awarded university hospital status, you'll have access to excellent education, mentoring and experience to help you thrive.

Our Vision

"To provide excellent care for the communities we serve"

We believe that by adhering to our Vision and working with our Values in mind we can behave in a way which will ensure the right results for the people that matter most – our patients and their families.

Our Values



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

- The role is the main contact for GP practices and doctors who need help with questions or issues about patient pathways.
- The job involves taking calls and messages, recording details, and making sure queries and concerns are followed up properly.
- You will build good working relationships with staff in both primary and secondary care and help solve problems in a calm and professional way.
- You will organise meetings and training sessions, keep records up to date, and support audits linked to patient care information.
- You will manage your own workload, work independently, and use good communication skills to explain information clearly.
- You will use office systems confidently and work flexibly as part of the Medical Director Services Team.

Job Description

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| Job title: | Primary Care Liaison / Project Manager |
| Grade: | 5 (subject to A4C) |
| Site: | The Royal Shrewsbury Hospital |
| Accountable to: | Team Manager |
| DBS required: | No |

Job Purpose

The postholder will work as part of the Group Model across the two statutory organisations of SaTH and ShropCom. The postholder will be the point of contact for GP Practices and medical staff seeking to resolve queries, concerns and complaints related to patient pathways between primary and secondary care. The postholder will be responsible for maintaining the contact management database, administer and coordinate queries, ensuring effective responses to feedback are focused, address the issues raised and full details recorded on the contact management database. The postholder will have excellent listening, interpersonal and communication skills as well as being positive and enthusiastic.

Main Duties and Responsibilities

- Be the primary point of contact between the Group and Primary Care with regard to medical colleagues, to establish operational links between both.
- Communicate effectively and courteously with a range of internal/external stakeholders. Stakeholders may include medical staff, GPs, and other disciplines within the primary and secondary care setting.
- Receiving and resolving queries, concerns and complaints related to patient pathways between primary and secondary care, including but not limited to, fit notes, onward referrals, clinic letters, discharge summaries and prescription/investigation requests.
- Receiving, recording, sorting and distributing any form of communication and take appropriate action including escalation where appropriate.
- Receive and make telephone calls to/from GPs, Consultants, wards and other NHS professionals, following through all enquiries in a friendly and professional manner.
- Effective liaison with GP practices and departments within the Group, developing efficient working relationships.
- Organise and co-ordinate ad hoc meetings with individuals and teams to review specific matters arising and which may have an impact on effective partnership working.
- Problem-solving on complex, contentious, sensitive, and emotive areas, and using tact, diplomacy and empathy in conveying information which might be contested or where there are barriers to understanding and acceptance.
- Undertake regular discharge summary audits in conjunction with GP colleagues in primary care.
- To follow existing policies and procedures, as well as proposing new changes to practice if deemed appropriate.
- To be responsible for managing and prioritising own workload and have the ability to respond appropriately to frequent and unpredictable requests for support, advice and guidance.

- Work on their own initiative and make decisions within their remit, referring to their line manager as appropriate.
- To communicate complex and sometimes contentious pathway information to a wide range of stakeholders, and provide support to both clinical and administrative staff to resolve and correct patient pathway issues. There will be barriers to understanding complex patient pathways, with a degree of negotiation required.
- To highlight frequent issues with the patient pathway.
- To work flexibly within the Medical Director Services Team, when requested to do so.
- Arrange meetings, as requested, including arranging venues and circulating relevant papers. Where appropriate, take notes/minutes during the meetings, transcribe notes/minutes and circulate as appropriate, seeking advice from a senior member of the team where necessary.
- Arrange training sessions, as requested, including arranging venues. Advertising training sessions to relevant staff and assisting with booking queries. Preparing and circulating relevant training resources. Where appropriate, take notes/minutes during the training session, and transcribe notes/minutes. Maintaining records of attendance, recording feedback and issuing certificates.
- Accurate photocopying and scanning of relevant information and documents as required.
- Organise and maintain an efficient and up to-date filing system. Archive relevant files and other documentation and keep accurate records of their location.
- Ordering and maintaining stationery and stock.
- Assist the Medical Director Services Team in compiling reports, undertaking surveys, audits and other projects relevant to the work of the Medical Directorate.
- Responsible for maintaining own professional development and to be aware of current practices and developments within the Group and the NHS in order to fulfil the role effectively
- Role model the Trust's values and behaviours

Limits of authority

- The post holder is responsible for planning and undertaking their own workload, dealing with queries and making decisions using departmental procedures. Supervision and advice is regularly available and any issues of concern may be referred to a senior member of the team.
- The post holder will deal with enquiries in person, by telephone and electronically, and will liaise with all levels of staff within the Group and external stakeholders.
- The post holder will communicate information to managers and staff, requiring persuasive skills, tact and diplomacy.
- To work in accordance with departmental and trust-wide policies and Standard Operating Procedures.

Systems and Equipment

- To use normal office equipment
- To be competent in the use of a range of electronic information systems and tools including proficiency in Microsoft applications.

Physical, Mental and Emotional Demands of the Post

- Advanced keyboard skills
- Coping with frequent interruptions during periods of concentration.
- Occasional exposure to verbal aggression.
- To work flexibly, as appropriate, to meet critical, short term and long term deadlines
- The volume and complexity of work is unpredictable and may vary from day to day.

Working Conditions

- To work in normal office conditions, including regular VDU work.
- To travel occasionally between all Group sites.

Person Specification

| | Essential | Desirable |
|-----------------------|--|------------------|
| Qualifications | <ul style="list-style-type: none"> • Degree or equivalent qualification or experience | |
| Experience | <ul style="list-style-type: none"> • Relevant work based experience • Evidence of commitment to continuous professional development • Experience of problem solving, quickly identifying and implementing solutions • Experience of delivering projects across internal and external organisations • Experience and knowledge of service improvement in complex and pan-organisational environment • Experience of managing relationships with a wide range of stakeholders whilst dealing with politically sensitive issues | |

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| <p>Knowledge and skills</p> | <ul style="list-style-type: none"> • Knowledge and experience of primary/and or Secondary work practices • A good communicator able to communicate at all levels both within business and with external suppliers • Politically aware with good influencing and negotiating skills at all levels • Advanced level knowledge and skills in the use of Microsoft office software e.g. PowerPoint, Word, Excel, Teams and other IT skills acquired through training and/or practical experience, including keyboard skills and data manipulation • Ability to deal with confidential and occasionally complex and sensitive matters with diplomacy and expertise | |
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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.

