

Professional Lead – Radiology

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.

- This role helps lead and develop the Radiology Service to make sure patients receive safe, high-quality care.
- Works closely with senior leaders to manage the day-to-day running of the service and support future improvements.
- Leads and supports radiology staff, including recruitment, training, performance, and professional development.
- Ensures the service follows important laws, safety standards, policies, and quality requirements.
- Monitors service performance, helps solve problems, and supports improvements to patient care and staff experience.
- Builds strong working relationships with colleagues across the Trust and other healthcare organisations to deliver the best outcomes for patients.

Job Description

Job title:	Professional Lead - Radiology
Grade:	8b
Site:	The Royal Shrewsbury Hospital
Accountable to:	Radiology Centre Manager
DBS required:	Yes

Main Duties

To support the Radiology Centre Manager and Clinical Director in the leadership, operational management, and delivery of a high-quality, clinically effective, safe, and cost-efficient Radiology Service. The post holder will contribute to the strategic and operational development of the service, ensuring compliance with statutory and regulatory requirements while promoting a culture of continuous quality improvement and patient-centred care.

The post holder will be responsible for legislative compliance and operational performance with a focus on quality and governance. The post holder will deputise for the Radiology Centre Manager during periods of absence ensuring service stability and consistency.

Key Responsibilities

Leadership

- To provide professional leadership for staff across specified areas within the Radiology Centre, working closely with the Radiology Centre Manager as part of the senior leadership team.
- To be responsible for the professional management of all clinical staff (non-medical) within the centre including recruitment selection and retention, deployment, training and disciplinary matters.
- To line manage the Lead Superintendent and Consultant Radiographers and the Quality and governance Lead as specified within the organisational structure.
- To work with the Lead Superintendent Radiographers to formulate workforce plans for the areas of accountability, ensuring a safe and high-quality service is maintained.
- To lead the development of a centre wide training plan, to work with the Consultant Radiographers and education team to support CPD practices within the centre.
- To lead in the development of policies and procedures required to support legislative compliance, including regular review and audit cycles.
- To be responsible for the legislative compliance within the Radiology Centre including but not exclusively, IRMER, IRR, Health and Safety legislation, Employment law, medico-legal (within scope of practice) and complaints. This includes overall responsibility for any investigations or action plans required.
- To maintain HCPC Registration and a Professional Portfolio which reflects personal and professional development and ensure all professional staff do likewise through the appraisal process
- To participate in recruitment panels when required to provide an opinion on candidate's suitability for appointment from a professional perspective.
- To lead on the development and review of all agreed service key performance indicators (KPI's) and be accountable for the service performance against them.
- To lead reviews of performance and escalate as appropriate to the Centre Manager and Clinical Director.
- To liaise with subspecialties in conjunction with the Radiology Consultant modality leads, Superintendent Radiographers in the formulations of new services, plans and pathways.
- To support the wider team in managing services against the key indicators, operating as a point of escalation for lead specific strategic objectives within the Radiology Centre, supported by the Radiology Quality Improvement Lead where appropriate.
- To analyse the potential impact upon services within area of responsibility of strategic service developments / changes proposed by the Trust or wider health and social care economy and advise the Radiology Centre Manager and Radiology Clinical Director accordingly.

- To ensure all staff adhere to Trust Policies, Radiology Centre Procedures and Guidelines and regulatory compliance.
- To advise on the development and maintenance of a safe and healthy environment in which to work by implementing and supporting safe working practices, ensuring staff have the competence and necessary professional and regulatory registrations to undertake required tasks.
- To offer professional advice where required regarding risk assessments, both clinical and non-clinical and support the implementation of appropriate elements of action plans.
- To advise on the safe and competent use of all equipment, including identifying the relevant competency levels staff must attain and maintain.
- To advise on health, wellbeing and sickness absence issues when requested.
- To work collaboratively with other professions to deliver the best patient care

Decisions, Judgements and Freedom to Act

- Working with the Radiology Centre Manager, Clinical Director, and Quality and Governance Lead, ensure robust clinical governance arrangements are in place, with appropriate monitoring and assurance mechanisms to oversee quality, safety, risk management, regulatory compliance, and continuous improvement across the Radiology Service.
- To report to the Radiology Centre Manager and participate in annual appraisal.
- To fully participate in the production of the Annual Radiology Centre Operational Plan and set professional objectives. Use the professional objectives to support the development of Team Operational Objectives ensuring services are progressing to improve the patients experience and staff are developed and supported appropriately.
- To advise on policies, procedures, guidelines and protocols within the Radiology Centre from a professional perspective.

Communication and Relationships

- To chair professional meetings and giving presentations when required both in person and via MS Teams
- To communicate, either independently or with other members of the Radiology Centre Management Team, highly complex and / or highly sensitive information, using well developed persuasive, motivational and negotiating skills e.g. when supporting change management or performance management.
- Ensure that effective communication processes are in place, so all staff are fully aware and engaged in the main issues facing the department.

- Work with partner organisations and care providers to design new roles/pathways that enable care to be delivered more effectively and efficiently in the most appropriate setting for patients.
- To facilitate team working across professional and organisational boundaries.
- To maintain an appropriate network of regional and national professional contacts.
- To maintain effective communication with Executive Directors, Divisional Management Teams and Clinicians alongside patients / service users and their carers. This requires the ability to receive and convey complex and often contentious information. The focus will also include supporting professional promotional work with referring agents, other departments, community / primary care and the private sector.
- To provide professional advice regarding relevant Datix incidents, PALS issues and complaints and communicate with patients' legal representatives in a written format if required. To be prepared to attend Court hearings / Coroners Inquests on a very rare basis in support of professional staff.
- To develop and maintain adequate IT skills to support communication requirements.
- Create opportunities to enhance staff involvement in the operational running of departments and their involvement in determining the annual plan. Encourage staff to get involved, put forward ideas, concerns and suggestions.

Working Conditions, Physical, Mental and Emotional Demands

- To develop and maintain an ability to cope with and prioritise many unexpected work demands and deadlines.
- To be competent in handling the complexity of issues relating to the management of people and occasionally be required to deal with distressed or unpredictable behaviour for example, when advising on complaints or disciplinary matters.
- To maintain intense concentration for prolonged periods.

Person Specification

	Essential	Desirable
Qualifications	• DCR/BSC in Diagnostic Radiography • Registered with Healthcare Professions Council • Evidence of post graduate level study.	
Experience	• Considerable experience working as an autonomous practitioner in a senior clinical role which demonstrates the application of professional leadership. • Experience in audit and research	
Knowledge and skills	• Evidence of CPD maintained in a Portfolio including attendance at recent and relevant post graduate courses. • Current NHS strategy • Current AHP and professional strategy • All aspects of Clinical Governance • Evidence based practice. • Over-arching clinical knowledge to support and	

	advise on clinical matters. • Audit and research • Evidence of Trust Financial and Budgetary knowledge. • Excellent written and verbal communication skills, including presentation skills. • Proven leadership ability • Ability to see the bigger picture. • Ability to motivate and inspire individuals and teams. • Problem solving skills. • Organisation, planning, prioritisation and decision-making skills. • Analytical skills • Ability to work under pressure and meet deadlines. • Ability to cope with working in a stressful environment, including emotional or aggressive patients and carers. • Flexibility and reliability • Ability to multi-task • Clinical supervision, coaching, mentorship and appraisal skills	
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	• Ability to use own initiative appropriately. • Empathy and understanding • Sound IT Skills	
Other	• Flexible working across both sites and occasionally over 7 days when required to provide direct support to staff at weekends	

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 Trust's 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.

