

JOB DESCRIPTION

JOB TITLE	NHS Strategic Lead (12 months with possible extension)
SALARY	£50 - £60k (depending on experience)
HOURS	Full time (flexible working considered)
RESPONSIBLE TO	Deputy Chief Executive

Please apply with a CV and covering letter to hazel.cheeseman@ash.org.uk

JOB PURPOSE AND BACKGROUND

This is a senior role within public health charity Action on Smoking and Health (ASH) to engage the NHS in action to tackle smoking. ASH is a public health charity established by the Royal College of Physicians, working to end the harms from smoking. We campaign to secure evidence-based policy change and work with public sector and others to support policy implementation. This role is to deliver on an NHS England funded project.

This leadership role will seek to engage NHS leaders in helping secure the Government's vision of smokefree England by 2030. It will develop and galvanise a professional network involved in delivering support and develop tools and resources to support system change.

The post holder will demonstrate extensive expertise in system change, judgement and decision-making qualities, with a knowledge of the NHS and an understanding of tobacco control issues. They will be lead on ASH's work to secure full implementation and sustainability of new tobacco dependence treatment services being rolled out across the NHS and seek to build support in the system for increased action to address smoking beyond these services.

MAIN DUTIES AND RESPONSIBILITIES

- Provide advice at senior level to the NHSE prevention programme and represent ASH in the work to roll out tobacco commitments in the NHS Long Term Plan acting as a conduit between NHSE and ASH.
- Engage at senior level with relevant NHSE programmes including prevention, health inequalities, cancer and elective care.
- Engage senior local government stakeholders such as Directors of Public Health.
- Represent ASH within the National Collaborating Centre for Mental Health Quality Improvement project on treating tobacco dependence in mental health inpatient settings.
- Convene and facilitate a national communications group to support a coordinated approach to communicating with the system, developing a shared set of key messages. Organisations in this group will be those already communicating nationally and regionally on issues relating to tobacco dependence treatment in the NHS.
- Support the production of bespoke reports and presentations to ICBs.
- Support the development of the ASH survey of ICBs and local government and utilise the insights.

- Establish a specific NHS LTP network of professionals drawing from ASH's existing networks in maternity, mental health and local government.
- Develop professional networks and support them through development of briefings and tools.
- Develop and deliver a webinar series building on ASH's [existing series](#)
- Create and oversee peer support programme linked to ASH's webinar series.

PERSON SPECIFICATION

- Proven track record in leadership, project management, service improvement and/or programme delivery.
- Current expertise and experience of working with/within the NHS with an understanding of the NHS strategy and policy agendas including local NHS structure, strategy, vision and policy.
- Understanding of public health and tobacco control issues and current NICE guidance in relation to smoking.
- Track record in securing systems change within healthcare settings
- Significant experience of working with senior managers and leaders, including senior clinicians.
- Understanding of how to secure effective multiagency partnership working within a public health environment.
- Proven ability to work within a complex and fast changing environment, successfully managing competing projects with the ability to identify and manage risks.
- Highly skilled communicator able to communicate difficult information diplomatically, be persuasive and communicate complex issues with clarity.
- Demonstrable analytical and problem-solving skills.
- Advanced presentation skills and experience of reporting to large groups.
- Proven team worker with ability to motivate others.
- Experience of influencing a range of stakeholders
- Experience in developing and delivering training, workshops and seminars.