

## **DERBY & DERBYSHIRE GENERAL PRACTICE PROVIDER BOARD**

### **STRATEGIC MANAGERIAL LEAD (Digital) ROLE**

#### **JOB DESCRIPTION**

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#### **1. JOB DETAILS**

**Job Title:** Strategic Managerial Lead (Digital)

**Reporting to:** GPPB Managing Director

**Accountable to:** Derby & Derbyshire Primary Care Networks/Practices

#### **2. THIS ROLE**

The Strategic Managerial Lead for Digital will work in partnership with the Strategic Clinical Lead, representing GPPB and Derby & Derbyshire general practices and PCNs. The postholder will provide a managerial perspective to digital transformation, supporting the implementation and optimisation of digital solutions across primary care. The Strategic Managerial Lead will ensure operational alignment, effective stakeholder engagement, and robust programme delivery, in line with GPPB's mission, vision, and values. (see supporting information)

The Strategic Managerial Lead will work collaboratively with the Strategic Clinical Lead (Digital), clinicians and managers from community and secondary care, but always with a clear focus on general practice's role in any service provision or design.

The individual will bring their unique perspective, informed by their expertise and experience, and ensure that:

- The voice of General Practice is clearly heard and understood
- There is a consistent focus on quality, integration and innovation
- Decisions are taken with regard to securing the best use of public money
- There is a focus on prevention, reducing inequalities, and improving patient outcomes
- Good governance principles are adhered to.

### **3. KEY RESPONSIBILITIES**

#### **Strategic Leadership**

- Working alongside the Strategic Clinical Lead (Digital) in the development and delivery of a digital transformation strategy for PCNs and practices, aligned with GPPB priorities and NHS England's digital roadmap.
- Provide expert advice to PCN Clinical Directors and PCN/practice managers on digital innovation, procurement, and implementation.

#### **Programme Delivery**

- Oversee the rollout of digital tools such as digital triage platforms, Ardens Manager, and other system-wide solutions.
- Support PCNs in identifying digital opportunities that can be procured at scale to drive cost-efficiency and consistency.

#### **Stakeholder Engagement**

- Act as a key liaison for digital matters working closely with PCN Managers, GPPB Board members, ICB digital leads, and other stakeholders to ensure alignment and shared learning.
- Represent GPPB at digital steering groups and neighbourhood health service planning forums.

#### **Governance and Evaluation**

- Ensure digital initiatives meet clinical safety, data protection, and interoperability standards.
- Monitor and evaluate the impact of digital interventions, reporting outcomes to the GPPB Executive and PCN Boards.

#### **Capacity Building**

- Support skills audits and training needs assessments within PCNs to build digital capability.
- Facilitate knowledge sharing and peer support across PCNs through forums and workshops.
- Amplify managerial and clinical leadership across general practice and PCNs, driving locally relevant initiatives and strengthening capacity through existing frameworks. To include working with the Strategic Clinical Lead (Digital), GP IT Fellow and communities of practice.

## Person Specification:

We are looking for a highly regarded and forward-thinking managerial leader. The ideal candidate will be able to think strategically beyond their own professional viewpoint and inspire innovation across the system.

Professional Qualifications and Experience	Essential	Desirable
Currently working at a constituent GP practice or PCN within the Derby and Derbyshire ICB area	X	
Proven experience in digital transformation within healthcare, ideally in primary care or community settings.	X	
Experience working with or within PCNs.	X	
Project management qualification (e.g., PRINCE2, Agile).		X
Knowledge	Essential	Desirable
Strong interest and understanding of NHS digital priorities, including GP IT Futures, Digital First Primary Care, and the PCN DES.	X	
Understanding of NHS strategic priorities and policy frameworks		X
Appreciation of the complexity of integrated care and cross-sector collaboration.	X	
Aptitude	Essential	Desirable
Strategic and credible leader with the ability to influence across systems and inspire innovation.	X	
Excellent interpersonal skills with a proven ability to work collaboratively, share information effectively and build strong relationships across a range of organisations.	X	
Able to balance competing priorities and align front-line needs with system-wide objectives.	X	
Leadership Skills	Essential	Desirable
Visionary and values-driven leader, demonstrating empathy, integrity, and a commitment to inclusive leadership	X	
Collaborative and accountable, able to motivate colleagues and hold peers to high standards of delivery.	X	
Track record of embedding patient-centred care and delivering high-quality clinical outcomes.	X	
Interest in leadership in complex change programmes, including service redesign and innovation in care delivery.	X	