



Commercial Director

Candidate Pack – November 2021

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Executive Summary

Accelerate Community Interest Company (CIC) is a pioneering team on a mission to transform outcomes in chronic wounds, lymphoedema and mobility. Established ten years ago, it operates as a social enterprise run on a not-for-profit basis and works in close partnership with the NHS. From its original East London origins, it is now ambitious to extend its distinctive, holistic, and multidisciplinary approach to ever more people.

Accelerate is entering an exciting new phase in which its primary focus will be on increasing its reach and impact, and on making its pioneering approaches to lower leg management available to ever more people. It wishes to establish itself as a nationally recognised 'best in class' service. With an increasingly prominent digital dimension, there are few restrictions on Accelerate's growth potential. Its strategy is to increase access to the Accelerate Way, to the Accelerate Academy and to Accelerate Click! all with the aim of driving up transformation and changing lives for its marginalised community.

Accelerate is seeking a Commercial Director who will oversee finance, performance, business development, and expansion. Reporting to, and deputising for, the CEO, this post will also be a member of Accelerate's Board with full voting rights. This is a rare opportunity to have a major impact on people's lives and to make your mark on an organisation at an exciting stage of development with an increasingly national and international reputation for clinical excellence and innovation.

We are looking for a naturally collaborative senior leader with fresh ideas, an in-depth understanding of clinical commissioning, and a personal alignment with Accelerate's values, impact, and ambitions. A strong track record of developing and delivering digital innovation will be particularly important.

Applications should consist of a CV and a covering letter addressing the criteria in the Person Specification. These can be uploaded through the website of Accelerate's recruitment partner [Society](#).

The deadline for receipt of applications is midday (GMT) on Monday, 13th December 2021.

Accelerate is an equal opportunity employer. It celebrates diversity and is committed to creating an inclusive environment for all its staff and patients.

Accelerate welcomes and encourages applications from candidates of all backgrounds, but is particularly keen to hear from Black, Asian and Minority Ethnic (BAME) individuals, and from men, since both of these groups are currently under-represented in its senior team.

About Accelerate

Accelerate is an innovative, dynamic, and forward-thinking social enterprise, with a clear mission: to boldly transform chronic wound and lymphoedema care and, in doing so, to transform people's lives. It does this in four key ways:

1. Developing and trialling ground-breaking new treatments for the hardest-to-treat chronic wounds and lymphoedema cases at its flagship clinic in London – a recognised Centre of Excellence and Innovation (CEI). These treatments are often highly multidisciplinary and include pioneering approaches to compression therapy, gait and mobility, personalisation, and psychotherapy.
2. Working in partnership with healthcare providers across North East London and beyond to help them introduce and embed Accelerate's pioneering approach to healing chronic wounds and lymphoedema and to make it accessible to more people.
3. Giving people the tools they need to take charge of their own health through bespoke supported self-management programmes that engage and motivate them in their personal journey.
4. Disseminating its expertise and clinical insights to partners through various education and digital products such as the online courses of the Accelerate Academy and the online dressing optimisation scheme Accelerate Click!



Accelerate is a Community Interest Company (CIC) and a member of [Social Enterprise UK](#). It is run on a not-for-profit basis and works in close partnership with the NHS. The organisation was spun out of the Tower Hamlets Primary Care Trust in 2011, with a founding team of seven highly dedicated nurses. As it prepares to celebrate its tenth anniversary, it now employs 40 staff including nurses, therapists, a Consultant Dermatologist, and a Personalisation Lead. This team, with its wide range of specialisms, enables Accelerate to take a holistic and tailored approach with each patient.

Together, they have shown that they can make people's lives better when all else has failed.

Accelerate is registered with the Care Quality Commission. Their [most recent report](#) from 2018 describes their outstanding practice.

For more information, visit www.acceleratecic.com

Vision and Values

Accelerate's vision is *"That people develop no avoidable harm from wounds or lymphoedema. Where wounds/lymphoedema are unavoidable, the impact on the person's life is minimised"*

The company has five values that underpin everything it does and steers it in fulfilling its vision:

- **Leadership & Discovery:** Demonstrating our skill and commitment to care through our professionalism, expertise and desire to innovate for the continual improvement of our service.
- **Preparedness & Resourcefulness:** Thinking ahead, anticipating near and long-term needs, and finding impactful solutions to new challenges so that our resources are put to best use.
- **Accountability & Reliability:** Empowered to take ownership and responsibility for our work and the services we offer to our patients.
- **Care & Nurture:** Commitment to the quality of care we offer to our patients, the sharing of our expertise and knowledge with the wider healthcare community, and the growth and support of our staff.
- **Appreciation & Respect:** Valuing every person in their own right and listening to each other to deliver the best care and work environment for all.

These values are reflected in the behaviour of Accelerate's staff, and in the experience of its patients and partners. The users of Accelerate's services are at the core of everything it does, and it strives to create a partnership environment delivering a professional service where everyone feels validated and respected.

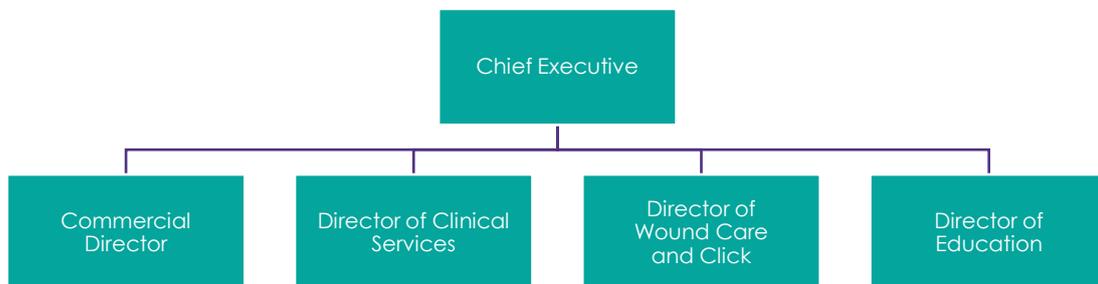


Organisational Structure

Accelerate has a small Board consisting of four Non-Executives, the Chief Executive, one Executive Director, and a Membership Rep. Together, they steer Accelerate's strategic plans in an agile way, and provide the assurance framework for delivering a safe and sustainable business.

For profiles of the other Board members, [click here](#).

Accelerate is currently in the process of restructuring its executive team into four business areas, each managed by a Director:



Current Portfolio

Accelerate's services are delivered at its specialist treatment centre in St Joseph's Hospice in Hackney. It also works with people in their homes, and in GP practices and local clinics in both Tower Hamlets and City and Hackney. Accelerate manages Dressing Optimisation Schemes through Accelerate Click! across North East London and has secured significant savings for local health economies. It also offers a variety of bespoke services to providers and commissioners to help them provide better wound and lymphoedema care through the Accelerate Academy and the Needs Analysis programme.

Current contracts include:

- Tower Hamlets community wound and lymphoedema services and education;
- City and Hackney community lymphoedema service;
- Tower Hamlets Dressing Optimisation Scheme;
- City and Hackney Dressing Optimisation Scheme;
- Barking Havering and Redbridge Dressing Optimisation Scheme;
- Barking Havering and Redbridge Managed Care Model;
- Newham Dressing Optimisation Scheme;
- Newham Lymphoedema Service through the CEI;
- Waltham Forest leg ulcer and lymphoedema services through the CEI;
- Wandsworth Lymphoedema service via managed support.

There are also several sources of non-contracted revenue, including:

- Accelerate accepts non-contracted referrals to the CEI from around 40 Clinical Commissioning Groups (CCGs) from Greater London and beyond;
- its portfolio of education within the Accelerate Academy, with learners from across the UK, is a significant growth area;
- Accelerate Consultancy provides analysis and insight;
- Accelerate Click! offers a ready-to-go online approach to transformative care via their bespoke dressing optimisation scheme, assisting others to take forward and embed the learning from Accelerate.

Growth Potential

Accelerate's turnover has grown to over £3 million and its reach and impact on lives has extended to around 2,800 per year. Currently it manages in excess of 12,000 appointments annually.

Accelerate now has a national reputation for delivering excellence and innovation. Its independence gives it a unique perspective that is welcomed by both commissioners and providers. It helps them to see the 'art of the possible' and to demonstrate how this can be achieved to benefit both patients, nursing and the health economy.

The Accelerate Academy has seen a rapid growth in requests for education both face-to-face and online since the onset of COVID-19. It also has growing number of requests for clinical research again based on its success to date and recruitment capacity.

Senior Leaders in Accelerate are at the table in the National Wound Care Strategy, the Legs Matter Coalition, the Tissue Viability Society, the British Lymphology Society, and the European Wound Management Association, and several are honorary Lecturers or Trustees. Their contribution of critique and insight is building a national reputation alongside their published outcomes.

To build on this success and momentum, Accelerate is now looking to hire a new Commercial Director.



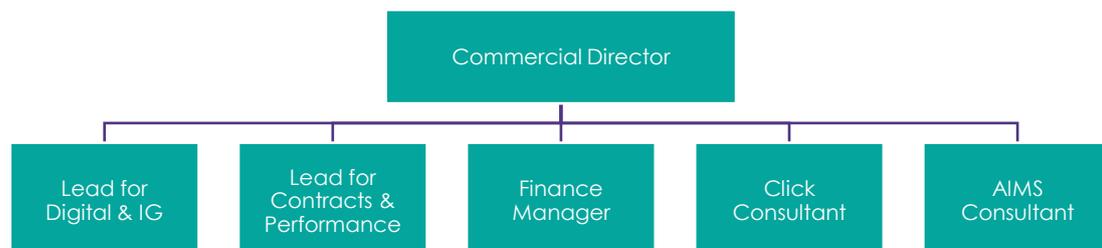
Role Description

The Commercial Director will be a member of Accelerate's Board with full voting rights. Reporting to the CEO, they will take a collaborative and facilitative approach to business development; ensuring that the skills and expertise of the Senior Leadership Team, the programme leads, and all of Accelerate's staff are utilised to the fullest extent possible to grow its revenues, reach, and impact.

Specific responsibilities will include:

- lead accountability for all revenue management and supervision of the strategies across finance, performance, business development, and expansion;
- deputising for the CEO as required;
- formulating and delivering a business development strategy that addresses product development, business pipeline, expansion, and market positioning;
- working with the programme leads for the Accelerate Academy, Managed Care, Click!, Personalisation, community service delivery, the digital programme, and automation in order to clarify revenue expectations and set cost budgets, and then supporting and advising them on how to deliver against those plans;
- the national expansion of Click!;
- growing the Digital First programme in collaboration with partners;
- strategic contract supervision and high-level relationship management with Primary Care Networks (Place Based) and Integrated Care System (ICS) for population health management;
- delivery of the Director of Finance accountabilities and responsibilities and accountability for budget management;
- supervising contract management, negotiations and the agreement of commercial terms;
- coordinating Accelerate's overarching marketing strategy, including brand management and communications, and refining the organisation's presentation and narrative, translating what it can offer into the language of commissioning, all whilst ensuring the marketing strategy is linked to and reflects business development goals and the growth of, Accelerate;
- horizon scanning to get 'ahead of the curve' in terms of anticipating commissioner requirements;
- identifying business risks and implementing mitigating actions;
- upholding the mission and values of the company.

The Commercial Director's immediate team will include the following six members of staff who, between them, cover an eclectic suite of responsibilities, services, and sellable products:



Person Specification

We are looking for an impressive senior leader who can facilitate, inspire, influence and bring people together. The successful candidate will display a passion for Accelerate's values, impact, and ambitions, and have insight into the challenges of growing a business in the health economy.

Applications should demonstrate evidence of the following skills, capabilities and experience:

Leadership

- a naturally collaborative and collegiate leadership style;
- an ability to be an exemplary role model who enthuses and influence others and inspires change, by leading through example;
- the ability to provide a clear sense of direction that offers clarity and aligns to the Accelerate Way;
- an entrepreneurial spirit, with the ability to innovate and think creatively;
- strategic insight and focus;
- the ability to encourage trust.

Management

- excellent people management skills, with a flair for developing and mentoring staff;
- an ability to manage change whilst understanding and applying corporate principles and policies;
- an ability to oversee and deliver projects in a timely and effective way;
- the ability to build teams, establish collaborative working, and drive new business growth.

Expertise

- a strong first-hand understanding of NHS commissioning;
- expertise in successful contract design and negotiation;
- sound experience, understanding and knowledge into the realities and practicalities of effective and successful business development, product development, and market positioning;
- understanding and experience of working on critical IT, digitisation, and automation projects;
- a high level of financial acumen and numeracy;
- knowledge of marketing, branding, and communications;
- an understanding of managing and mitigating business risks;
- effective project management skills, with the ability to develop required assets.

Communication and Relationships

- due consideration in how you communicate with different audiences, ensuring that clear understanding is your goal at all times whatever medium of communication you may be using;
- a track record of building and maintain strong working partnerships and stakeholder relationships;
- a track record of proactively seeking out and keeping abreast of emerging trends, product offerings, and commissioner requirements/expectations;
- track record of delivering excellent project and contract management;
- high levels of integrity and sensitivity;
- adaptability and a willingness to learn;
- a strong personal commitment to Equality, Diversity, and Inclusion.

Appointment Details and How to Apply

Accelerate is being assisted in this appointment process by the executive search firm Society. Applications should consist of:

1. a concise covering letter (two pages max), addressing the criteria in the Person Specification;
2. an up-to-date curriculum vitae;
3. names and contact details of three referees (although referees will only be approached at the final stage of the process, and only with your express permission).

General advice on how to write [a strong CV](#) and [a strong covering letter](#) can be found on our website.

To upload your documents via Society's website, [click here](#). **The deadline for receipt of applications is midday (GMT) on Monday, 13th December 2021.**

Candidates are welcome to seek an informal discussion with Alison Hopkins, Accelerate's CEO, before applying. It may also be possible to visit the Centre informally during early December, as part of a small pre-arranged group. In either case, requests can be made via Society.

Shortlisted candidates will be invited to attend interview with, Accelerate, on Tuesday 11th and Wednesday 12th January. Second stage interviews will be held the following week on Wednesday, 19th January.

An appointment will then be made subject to receipt of satisfactory references. The appointed candidate will be offered a salary in the region of £80,000 to £90,000 per annum. If appointed, your normal working location would be Centenary Wing, St Joseph's Hospice, Mare Street, Tower Hamlets, London. Standard contracted hours are 37.5 per week, Monday to Friday.



Additional Benefits

- 7% employer pension contributions (subject to a minimum *employee* contribution of 5%);
- three education days per year;
- opportunities to be part of national developments and training;
- a Medicash and Employee Assistance programme providing some financial cover for health expenses such as physiotherapy, dental or counselling services;
- flexible working opportunities;
- interest free membership loans and travel loans;
- quarterly team events to celebrate success;
- twice yearly fun days.

Governance and Responsibility for Resources

Each member of staff of Accelerate CIC has a personal accountability and responsibility to ensure patient safety at all times, to ensure that care is given in line with plans and direction, to report incidents, accidents and any adverse events involving clients and to deal with any emergencies appropriately.

Good Governance

In line with good governance standards, you will be expected to record patient information accurately on AIMS and ensure that company guidelines are followed at all times. This includes maintaining the security of patient identifiable data.

You will need to

- be familiar with and follow Accelerate's policies and procedures;
- report any incident using the correct process;
- maintain patient safety at all times.

Personal Development

You will be expected to take ownership for your personal developmental learning needs and for your performance.

You should be familiar both with legal issues pertinent to your role and with the changing structures of health care provision that may impact on the position of the company.

Health and Safety

You will have a responsibility and duty to observe standards of health safety and security which includes adopting appropriate infection control procedures, ensuring work areas are clean safe and free from hazards and reporting any potential risks.

Information Governance

Accelerate CIC adheres to the principles of information governance and data protection. All employees must abide by the UK General Data Protection Regulation (UK GDPR) tailored by the Data Protection Act of 2018. Incorporated within this is confidentiality, records management, and information security, as well as the Freedom of Information Act 2000. Compliance with these standards is embedded within Accelerate's day-to-day responsibility and it is expected that all employees will observe and comply with these legal requirements.

Duty of Candour

Accelerate fully endorses the principles of being open and embraces the Duty of Candour. The business is committed to an open and fair culture and the overall approach expected within the organisation is one of help and support, rather than of blame and recrimination. All staff are expected to follow this approach.

Equality, Diversity and Inclusion

Accelerate is committed to creating and sustaining a positive working environment for its team and for its patients. Its aim is to ensure that all Accelerate's members are equally valued and that its membership is representative of society. Accelerate believes we all stand to benefit from this diversity of thought, experience, and identity, and that the actions it takes to be an inclusive employer will ensure that its community is well served and that Accelerate is a safe place in which to work and grow. The organisation is clear that it does not tolerate any unacceptable behaviour, discrimination or bullying within the membership or from users of the service. Each member of staff has personal responsibility for implementing equality so that all are treated with dignity and respect.

Adult and Child Protection

Accelerate promotes a safeguarding child and adult culture. It is the responsibility of each staff member to ensure that the risk status of all patients will be assessed for safeguarding issues. Any individual whose welfare is deemed at risk will be referred to the appropriate safeguarding team. All staff receive the appropriate safeguarding training and required updates to ensure that they are able to identify risk and follow specified guidance.

