

**EDUCATION FOR HEALTH**  
**Job Description**  
**Market Intelligence and Support Manager**

**Responsible to:** The Chief Executive (initially)

**JOB PURPOSE:** The Market Intelligence and Support Manager is responsible for creating an observatory function for Education for Health; providing internal and external intelligence, and support, across the full range of Education for Health's activities. The postholder will work across the organisation to provide intelligence to inform our business development planning and will work closely with multiple stakeholders, including the Educational Leads (clinicians who own the design and delivery of education across specific disease areas) and the Business Development team, which manages external customer relationships.

The postholder will ensure that they are well informed about the external environment in relation to NHS Clinical Commissioning Groups, STPs and other health service organisations such as Public Health England, NHS England, Commissioning Support Unit (CSUs), Local Authorities; Academic Institutions and a range of other interested parties and relevant organisations.

**MAIN DUTIES AND RESPONSIBILITIES**

To provide an observatory function, market intelligence and support for the Education for Health teams through;

- The creation and subsequent management and analysis of public health information
- Researching local area activities and creating health profiles that collate local demographics, service provision and shortfalls
- Identify training, education and other support needs from the areas mentioned above
- Act as the internal liaison point, creating effective internal cross-team working, especially with the Innovation Unit, NHS Liaison, Partnership and Clinical teams
- Appraise current NHS activities, identifying potential consultancy opportunities and key target areas for business across the UK
- Keep abreast of Education for Health developments and resources
- Create measures to identify and present information and education programme outcomes graphically for clients and promotional/marketing activities
- Undertake effective quantitative and qualitative analysis of information pre, post and during education programmes

- Create client and potential client profiles; identifying key issues and areas for improvement from a range of data sources regarding Long Term Condition health outcomes and care processes
- Horizon scan, scrutinise guidelines and statutory service changes, and advise on priorities for service development
- Document the learnings from client work programmes for internal communication and dissemination.

## **PERSON SPECIFICATION**

### **SKILLS, KNOWLEDGE AND EXPERIENCE**

- Ability to establish and maintain effective relationships at every level
- Proactive and tenacious approach
- Adopt a 'can do' attitude
- High attention to detail and consistent follow-through
- Self-motivated: able to work alone as well as in a team
- Self- starter who enjoys change and demonstrates initiative
- Experience of gathering, analysing and presenting data effectively to a range of audiences
- Experience of report writing
- Experience of simultaneously managing a variety of tasks.

#### **Essential:**

- Good familiarity with a range of health and social care qualitative and quantitative data analysis techniques and ability to apply and present these appropriately
- Knowledge of the NHS and general healthcare, as well as how changes are affecting healthcare professionals
- IT proficiency with extensive experience of using databases and Microsoft packages
- Excellent written and verbal communication
- Demonstrable organisational skills
- Experience of working in confidential environments
- Excellent time management, planning and project management skills with the ability to prioritise workload, handle conflicting timelines and meet tight deadlines
- Ability to take own initiative and be proactive
- Ability to deal with occasionally challenging and demanding audiences
- Ability to work independently, as part of a team and cross-organisationally
- Strong initiative, autonomy and self-motivation
- Demonstrates an empathy with the Charity's mission, vision and values.

#### **Desirable:**

- Resilient in challenging situations
- Experience of working within healthcare/third sector
- Proven experience of delivering projects

- Willingness to invest in personal development.

## **QUALIFICATIONS**

- Educated to degree level or equivalent (essential)
- Post graduate degree in Public Health or studying for same and or MBA
- Professional qualification or equivalent training in information management or similar (desirable).

## **WORKING CONDITIONS AND BENEFITS**

- Initially a fixed-term contract for two years
- Hours: 37.5 hours (would consider a minimum of 30)
- Pension scheme with 6% employer contribution
- Salary up to £38k
- Flexible working will be considered.

## **LOCATION**

Warwick – flexible working can be arranged.

For further information please email [g.parks@educationforhealth.org](mailto:g.parks@educationforhealth.org)