Community Pharmacy Cheshire and Wirral
Job Description
Job Title: Chief Executive Officer

The post holder will report to the chair of the Staff and Resources sub-committee

Role Summary

The post holder will:
- Develop and deliver a strategy for the LPC translating this into a vision communicated to contractors.
- Raise the profile of the LPC and community pharmacy more widely locally and nationally using a variety of communication channels (including media outlets).
- Be aware of national activities and developments that may impact community pharmacy and translate and communicate this to the LPC and contractors locally.
- Engage externally with key and secondary stakeholders, including political actors and influencers, trade organisations and 3rd sector representatives.
- Identify opportunities for new revenue streams for contractors.
- Be an advocate of community pharmacy nationally, encouraging new activity, closer working with NHS partners and novel approaches to patient care.
- Create and implement a workplan aimed at delivering the LPC strategy, upskilling contractor workforces and promoting community pharmacy nationally and locally.
- Lead the LPC workforce and committee to adapt to a changing pharmacy landscape and drive a results-focussed culture.
- Directly line manage Pharmacy Services Managers and the Business Manager and be responsible for the effective working of all employees.

Job Responsibilities

1. Contractor Support
   a. Develop community pharmacy locally by increasing workforce capability and encouraging best practice.
   b. Develop and share a comprehensive and compelling vision of future pharmacy, encouraging contractors to develop to meet a changing pharmacy landscape and changing public and NHS expectations.
   c. Identify and promote new revenue streams for contractors.
   d. Maximise community pharmacy income from all available services and contractual opportunities.
   e. Represent contractors across the region, developing and delivering workstreams that benefit the whole region.

2. Develop and retain pharmacy services
   a. Work closely with key external stakeholders to identify and design new community pharmacy services that are profitable and high quality.
   b. Challenge existing models of care, promoting the value community pharmacy can add.
   c. Develop evidence of community pharmacy impact on key local priorities and use to influence local stakeholders and support national workstreams.
   d. Support the negotiation of community pharmacy services.
   e. Identify novel funding streams and ways to integrate community pharmacy into new care pathways to allow additional contractor income.
f. Support and direct Pharmacy Services Managers in increasing local and advanced service income.

3. Communications
   a. Communicate effectively with contractors, key stakeholders and LPC members.
   b. Proactively raise the profile of community pharmacy and the LPC externally.
   c. Create and share with contractors a compelling vision for the local future of community pharmacy.
   d. Be a leader for contractors locally and across the region.
   e. Be an advocate for community pharmacy and the LPC both locally and nationally.
   f. Communicate with contractors changes nationally and outside the community pharmacy sector that may impact their businesses.
   g. Represent the interests of contractors in the LPC area on confidential issues in accordance with the PSNC governance guidelines on confidentiality.

4. Stakeholder Engagement
   a. Build and develop new relationships outside community pharmacy increasing the representation of contractors and the LPC.
   b. Challenge current practice and influence regional and national stakeholders to promote community pharmacy and develop novel approaches to practice, ultimately generating new revenue opportunities.
   c. Be an advocate of community pharmacy with local influencers, including local and national government and 3rd sector organisations.
   d. Represent the LPC nationally and input into national workstreams, representing the LPC with organisations such as PSNC, RPS etc.
   e. Act as a representative of the LPC at meetings and other events as required by the LPC.

5. LPC Support
   a. Lead the LPC in the development of the strategic plan.
   b. Work with and influence neighbouring LPCs to facilitate delivery of contractor support and service delivery.
   c. Complete actions identified during LPC Committee meetings.
   d. Lead the LPC to work within rigorous and effective corporate governance systems.
   e. Identify topics of impact to contractors and future subjects of consideration to inform and create the LPC agenda.
   f. Directly line manage Pharmacy Services Managers and the Business Manager, ensuring they are working to meet their objectives and working to the overall strategy of the LPC.
   g. Be responsible for overall employee management and ensuring the team meets agreed objectives in line with strategy.
   h. Lead the LPC employees to deliver the workplan and LPC strategy.
   i. Develop clear lines of communication with the committee and employees.
   j. Develop all LPC employees with skills needed for the changing healthcare landscape.
   k. Carry out other duties commensurate with the post as required or directed by the LPC.
Knowledge/Experience/Qualifications

- Essential – Excellent organisational skills with the ability to manage a diverse team
- Essential – Proven ability to meet agreed performance objects
- Essential – Ability to drive a performance-driven culture of collaboration
- Essential – Excellent influencing and negotiating skills
- Essential – In depth understanding of the NHS and local authority structure and pathways, as well as political awareness
- Essential – Proven ability to create a vision and leading diverse groups in the realisation of this
- Essential – High-quality communication skills, both written and verbal. Able to convey complex messages to a mixture of audiences

- Desirable – In depth and working knowledge of Community Pharmacy
- Desirable – Project management experience
- Desirable – Experience working with 3rd sector organisations
- Desirable – Registration with the General Pharmaceutical Council (GPhC)
- Desirable – Experience of working with (or as part of) Local Pharmaceutical Committees
- Desirable – Previous examples of collaboration or input into national work streams / projects

If a clinician:
- Evidence of revalidation
- Experienced clinician with professional credibility

The post holder will be required to travel across the Cheshire, Warrington and Wirral area. There will be occasional travel more widely, across the region and England.