



## Candidate Information Pack



# Head of Commercial Development

**Shropshire Doctors Co-operative Group**

Our mission

**"To keep patients at the heart of all we do."**

# Welcome from the Leadership Team

Thank you for your interest in joining the Shropshire Doctors Co-operative (Shropdoc) Group.

Shropdoc is a well-established healthcare Organisation working in partnership with the NHS, primary care providers and local health systems to deliver high-quality urgent and community healthcare services.

For many years the Organisation has played an important role in supporting the resilience of primary care and ensuring patients can access safe, effective services when they need them.

Healthcare is changing rapidly. Organisations that succeed in the years ahead will be those that combine clinical credibility with the ability to innovate, collaborate and adapt.

Shropdoc has built a strong reputation for delivering high-quality NHS services and supporting the sustainability of community healthcare. That foundation remains central to our purpose.

We are now entering an exciting phase of development focused on innovation, partnerships and commercial growth to ensure long-term sustainability whilst staying true to our mission of patient-centred care.

By developing new services, partnerships and opportunities, we aim to broaden our impact, strengthen organisational resilience and create new ways of supporting patients, communities and healthcare systems.

This is not about moving away from our values, it is about building on them and ensuring that the Organisation continues to thrive in a rapidly changing healthcare landscape.



Daniel Robinson  
Chief Executive Officer  
Shropshire Doctors Co-operative (Shropdoc)  
Group



# The Opportunity

This role has been created to accelerate the Organisation's next phase of development and commercial growth.

While Shropdoc's core NHS services remain central to its purpose, the Organisation is actively seeking to broaden its portfolio of services and partnerships and revenue streams to strengthen long-term sustainability.

The Head of Commercial Development will play a central role in identifying commercially viable opportunities, developing strategic partnerships and converting these into operational services, ventures and revenue-generating initiatives.

You will own the identification, development and delivery of new service models and income streams, working closely with the Chief Executive Officer and Chief Financial Officer.

Operating with a high degree of autonomy and accountability, the Head of Commercial Development will be expected to move opportunities rapidly from concept through negotiation and into operational delivery, ensuring measurable growth outcomes.

This is a high-impact role offering an experienced commercial operator the opportunity to help shape the Organisation's next chapter while delivering tangible growth and long-term impact.



# The Role - Head of Commercial Development



# About the Role

The Head of Commercial Development will play a key role in supporting the Organisation's continued development by identifying, shaping and executing new opportunities that contribute to long-term organisational sustainability.

Working directly with the Chief Executive Officer and Chief Financial Officer, the postholder will translate organisational priorities into tangible opportunities including:

- New service development and revenue streams
- Strategic partnerships and collaborations
- Market entry and growth initiatives
- Commercial pipeline development and delivery

While the Organisation's core NHS services remain fundamental to its purpose, the focus of this role is on diversification and the expansion of the organisation's service portfolio beyond traditional models.

The successful candidate will identify opportunities, develop commercially viable propositions, negotiate partnerships and work across the organisation to bring initiatives into operational delivery and revenue generation.



# JOB DESCRIPTION

Job Title: Head of Commercial Development

Reports To: Chief Executive Officer

Remuneration: OTE £65,000 (base plus performance-related pay)

Working Relationships:

- Chief Executive Officer
- Chief Financial Officer
- Director of Operations
- Medical Director
- Operational managers and service leads
- External partners and organisations



## Job Summary

The Head of Commercial Development will lead the identification, development and execution of opportunities that strengthen organisational sustainability and expand the Organisation's service portfolio.

Working under executive guidance, the postholder will build, manage and execute a pipeline of commercially viable opportunities, taking them from concept through negotiation to implementation and revenue generation.

Operating at the intersection of strategy and delivery, you will influence senior stakeholders while driving opportunities forward within agreed timescales, ensuring tangible and measurable outcomes.

# Key Responsibilities

## Opportunity Identification

- Define and prioritise commercially viable opportunities for organisational growth and diversification
- Monitor developments across markets and sectors to identify emerging opportunities
- Develop and maintain business cases that generate partnership and venture opportunities aligned to strategy

## Revenue and Market Development

- Lead the development and commercialisation of new service opportunities
- Lead expansion into new markets
- Develop commercial propositions and business cases for executive approval
- Work with finance and operational colleagues to test financial viability and delivery feasibility

## Partnership and Stakeholder Development

- Identify and secure strategic partnerships that convert into operational services or ventures
- Influence senior leaders
- Lead discussions, negotiations and agreements with potential partners and collaborators
- Represent organisation externally

## Pipeline Delivery

- Build and manage a structured commercial pipeline of development opportunities
- Progress opportunities through evaluation, negotiation and agreement stages
- Track delivery and performance

## Implementation and Delivery

- Convert approved opportunities into operational services, partnerships or ventures
- Co-ordinate with operational teams to mobilise and launch new services
- Ensure initiatives move from concept to operational delivery within agreed timelines
- Achieve revenue objectives

# Person Specification

	Essential	Desirable
Qualifications	<p>Degree-level qualification or equivalent professional experience in business, commercial management, strategy, entrepreneurship, public policy or a related discipline</p>	<p>Postgraduate qualification in business, strategy or commercial management</p> <p>Professional membership (e.g. CMI, IoD or equivalent)</p>
Experience	<p>Demonstrable experience delivering Organisational growth through the development and execution of new commercial opportunities</p> <p>Proven experience of identifying, developing and converting opportunities into operational services, partnerships or ventures</p> <p>Experience building commercially productive partnerships and networks</p> <p>Experience negotiating commercial agreements, contracts or partnership arrangements</p> <p>Experience developing commercially viable business cases and bringing them into delivery</p> <p>Experience operating in dynamic environments where opportunities must be shaped, tested and implemented quickly</p> <p>Experience influencing senior stakeholders</p>	<p>Experience successfully developing opportunities across multiple sectors or markets</p> <p>Experience bringing new services, ventures or initiatives to market</p> <p>Experience operating in complex stakeholder environments</p> <p>Experience working in organisations undergoing growth, transformation or diversification</p>
Knowledge	<p>Strong understanding of commercial opportunity development and market entry</p> <p>Understanding of how new services, ventures or partnerships are structured and delivered</p> <p>Ability to assess commercial viability, revenue potential and organisational fit of opportunities</p> <p>Awareness of partnership models and commercial collaboration structures</p> <p>Entrepreneurial mindset</p> <p>Ability to operate with autonomy</p>	<p>Awareness of how organisations operate within regulated or publicly accountable environments</p> <p>Understanding of how mission-led organisations balance commercial activity with social impact</p>

## Skills

- Strong commercial judgement and opportunity assessment
- Ability to translate ideas into viable propositions and deliverable initiatives
- Excellent negotiation and partnership development capability
- Financial awareness and ability to evaluate commercial viability
- Ability to influence and build credibility with senior stakeholders
- Strong pipeline management and delivery discipline

## Personal Attributes

- Entrepreneurial and opportunity-focused
- Self-directed and comfortable operating with autonomy
- Persistent and resilient when developing new opportunities
- Pragmatic and focused on execution and results
- Strong interpersonal skills and emotional intelligence
- High professional integrity and discretion



# Success Profile for the Role

Success in this role will be demonstrated through the delivery of tangible growth outcomes.

Within the first 12–24 months the postholder will be expected to:

- Establish and manage a robust pipeline of commercially viable opportunities, delivering measurable pipeline value
- Secure strategic partnerships and ventures that convert into operational services
- Successfully launch new initiatives and revenue-generating services that deliver measurable organisational value
- Contribute to the diversification and growth of organisational revenue streams
- Strengthen the organisation's presence in new markets and partnership environments

## Incentive Structure

Annual Performance Incentive linked to:

- Development of agreed opportunity pipeline
- Establishment of new partnerships
- Onboarding of new services or initiatives
- Delivery of agreed commercial growth objectives



# Working for the Shropdoc Group



# Our Values

At Shropdoc, we strive to provide quality patient care, and to be a working community with integrity and kindness which continuously develops its staff. We believe that, by adhering to our mission and incorporating our values in all we do, we will achieve the best outcomes for our patients as well as enhance the working lives of our dedicated colleagues.

Our values are:

- **Community** - working together to deliver a shared purpose.
- **Quality** - working together to ensure quality underpins everything we do through living our shared values.
- **Kindness** - in the business of caring and being committed to a culture of kindness.
- **Integrity** - promoting a culture of openness and honesty, encouraging everyone to take responsibility for their actions and enabling shared lessons to be learnt.
- **Development** - the commitment to unlocking potential!



**Cymuned**

Cydwethio i gydawni  
delbwr a reiniir

**Community**

Working together to  
deliver a shared purpose

**Ansawdd**

Cydwethio i sicrhau ansawdd  
yn eiddi bobeth a gwneir i'w tyrr  
gwirfoddad a reiniir

**Quality**

Working together to ensure quality  
underpins everything we do through living  
the shared values

**Caredigrwydd**

Yn y busnesu o ddaru  
cymwynnol i ddwyn i'r afael a caredigrwydd

**Kindness**

In the business of caring and being  
committed to a culture of kindness

**Uniondeb**

Hywysu diwylliant a fed yn a gwneir yn eiddi  
an nigr pawb i gynydd cymrodddeb ariannau  
gwirfoddad a gollodd gwneir i'w tyrr

**Integrity**

Promoting a culture of openness and honesty,  
encouraging everyone to take responsibility for  
actions and enabling shared lessons to be learnt

**Datblygiad**

Wedi gwyboda i ddaru a reiniir

**Development**

Committed to unlocking potential

# Our Staff

Striving to improve for the future remains a priority, and we recognise the direct impact made by our staff on clinical outcomes and patient experience. This is why it is one of our priorities to be one of the very best employers.

This means not only attracting staff but retaining them, through investment in learning and development, career progression and attention to work-life balance.

We are committed to driving continuous improvements in learning and development to ensure we always provide excellent care and services to our patients. It is through our investments in learning and development that we will help shape the culture of the organisation and build the workforce of the future.



**#WorkingForShropdoc**

# What We Offer

## Equal Opportunities

Shropdoc is an equal opportunities employer. We are committed to equality of opportunity, and to providing a service and following practices which are free from unfair and unlawful discrimination.

We aim to ensure no applicant or member of staff receives less favourable treatment on the grounds of age, disability, gender, marriage and civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation, or is disadvantaged by conditions or requirements which cannot be shown to be relevant to performance.

We seek to ensure no person is victimised or subjected to any form of bullying or harassment.

We value people as individuals with diverse opinions, cultures, lifestyles and circumstances. All employees are covered by this policy and it applies to all areas of employment including recruitment, selection, training, deployment, career development, and promotion.



## Dignity at Work

Shropdoc is committed to creating a working environment free from hostility in which individuals are valued for their contribution and can develop to their full potential.

Shropdoc expects everyone to relate to each other professionally, in a manner which recognises everyone's right to dignity at work. Bullying or harassment in the workplace will not be tolerated.

All employees are required to conform to acceptable standards of behaviour towards fellow workers, irrespective of status.



# Staff Benefits

We are committed to the following for all our employees:

- A competitive salary package (discussed openly at enquiry stage)
- Flexible working patterns
- Membership of the NHS Pension Scheme
- Generous annual leave and study leave
- Opportunities for leadership and service development



# Professional Development

We're committed to supporting our staff right from the offset.

We actively promote and encourage:

- Ongoing executive and professional development, leadership learning and reflective practice
- Portfolio responsibilities across service development, system leadership, transformation and governance
- Opportunities to contribute to education, mentoring and leadership development across the organisation and wider system
- Strategic and operational leadership at organisational, place and system level
- Peer support, coaching and shared learning with senior leaders across the Group and wider NHS

Our aim is to create a working environment where our leadership team feels valued, empowered, and supported to drive organisational success, fostering a sustainable and fulfilling career in executive management.



## Support for New Starters

We want you to settle into your new role as soon as possible. Once you start with us, you will have a six-month probation period to ensure you are properly supported as you learn your new job and what is expected of you. We also want to identify any training and development needs you may have and put objectives in place to support you in your role and future career. You'll have regular meetings with your line manager to discuss your progress.

# Health and Wellbeing

We provide lots of benefits to help aid your health and wellbeing at Shropdoc. The physical and mental wellbeing of our staff is vital for us to remain operational and support our workforce. All employee benefits can be accessed via our intranet site and you will have an opportunity to see this during corporate induction.

Examples of benefits offered:

- External Occupational Health and Wellbeing teams to support your health at work.
- Stop smoking service.
- Discounted gym membership.
- Reimbursement for eye tests for users of VDUs.
- Free flu vaccination each year.
- Access to counselling and support services.
- Reduced rates for massage and other therapies via Paycare



# Living in Shropshire



# Life in Shropshire

Shropshire is one of England's most scenic counties, covering around 3,500 km<sup>2</sup> of varied countryside along the Welsh border. It is known for its rolling farmland, historic market towns, woodlands and hills, including the dramatic landscapes of the Shropshire Hills National Landscape (formerly an Area of Outstanding Natural Beauty). The county also includes well-known natural landmarks such as the Long Mynd and the Stiperstones.

While largely rural, Shropshire offers an excellent quality of life, combining open space and natural beauty with historic towns, strong community networks and access to modern services. Many professionals are drawn to the county for the opportunity to balance rewarding work with a slower pace of life, while remaining well connected to major urban centres.



Shropshire benefits from good transport links. The A5, A49 and A53 provide key road routes across the county and connect easily to the motorway network via the M54. Rail services link the county to Birmingham, Manchester and Wales, with direct services from Shrewsbury reaching Birmingham in under an hour. Birmingham Airport and Manchester Airport are both within approximately 1–1.5 hours' drive, supporting convenient national and international travel.

# Key Towns in Shropshire

## Shrewsbury

Shrewsbury is the county town and administrative centre of Shropshire. The historic town centre sits within a loop of the River Severn and is known for its medieval street layout, timber-framed buildings and vibrant independent retail scene.

Shrewsbury offers a wide range of amenities including excellent schools, leisure facilities, restaurants and cultural venues. The town has strong rail and road connections, particularly to Birmingham, making it a popular base for professionals working across the county while enjoying a lively yet manageable town environment.



## Telford

Telford is the county's largest town and a major centre for business, retail and employment. Developed as a new town in the 1960s, it offers modern infrastructure, extensive shopping at Telford Centre, leisure facilities and strong transport connections.

Telford has excellent road links via the M54 to the West Midlands and direct rail services to Birmingham and beyond. Its combination of employment opportunities, housing options and connectivity makes it particularly attractive for professionals and families.

## Ludlow

Ludlow is a picturesque market town in south Shropshire, widely known for its food culture and historic architecture. The town is dominated by the impressive Ludlow Castle and offers a thriving independent food and hospitality scene.

Ludlow hosts several well-known events throughout the year and provides access to beautiful countryside. It is particularly appealing for those seeking a strong sense of community alongside a high quality of life.

## Oswestry

Oswestry is a lively market town located close to the Welsh border. It serves as an important service centre for the surrounding rural communities and offers a wide range of shops, schools and local amenities.

The town has good road connections via the A5, providing straightforward access to Shrewsbury, Chester and North Wales. Oswestry combines historic character with practical connectivity, making it a convenient location for professionals working across the border region.



## **Bridgnorth**

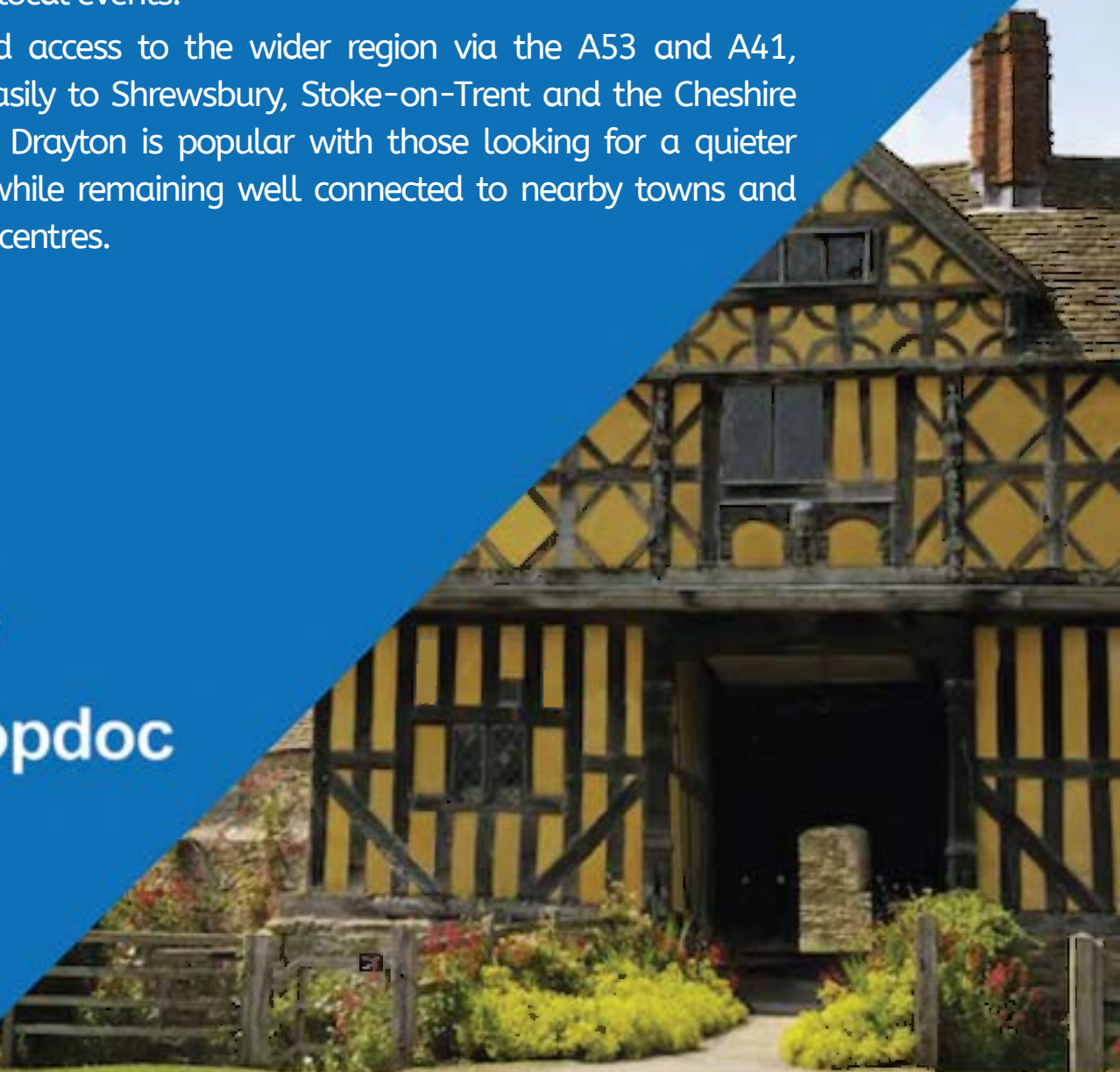
Bridgnorth is a distinctive historic town built across high and low levels on either side of the River Severn. It is famous for its steep streets and the unique Bridgnorth Cliff Railway, the oldest inland electric funicular railway in England.

The town offers a mix of independent shops, restaurants and leisure facilities, as well as good schools and strong community life. With convenient access to Telford, Wolverhampton and the West Midlands, Bridgnorth appeals to those who want historic charm alongside practical commuting options.

## **Market Drayton**

Market Drayton is a traditional market town in north Shropshire, surrounded by farmland and canals. Known historically for its gingerbread and agricultural heritage, the town maintains a strong community atmosphere and hosts regular markets and local events.

It offers good access to the wider region via the A53 and A41, connecting easily to Shrewsbury, Stoke-on-Trent and the Cheshire area. Market Drayton is popular with those looking for a quieter pace of life while remaining well connected to nearby towns and employment centres.



# Contact Us

Please contact us for an informal discussion – we would be delighted to hear from you and explore how the Shropdoc Group could support the next chapter of your career.

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