

NHS

**South East Coast
Ambulance Service**
NHS Foundation Trust



Chief Digital Information Officer

Candidate information pack
December 2024



Welcome from the CEO

We are delighted that you are interested in applying for the role of Chief Digital Information Officer at South East Coast Ambulance NHS Foundation Trust (SECAMB).



In this pack, I hope you will get a strong sense of us and the importance of this role to our future success, but I'd like to briefly give you a feel for our progress as a Trust and this opportunity to join us a full voting member of our Board.

Over the past year, we are pleased with the many things we have been able to achieve as a team. Amongst other highlights, we moved to our multi-million pound Hub at Medway – bringing together operational, 999 Emergency Operations Centre and NHS 111 colleagues under one roof for the first time. We broke even financially, despite a challenging local and national environment. We widely engaged to develop a new Trust strategy, which will shape our future and help us to provide the response for our patients moving forwards. And we saw significant improvements in all areas of the national staff survey, reflecting lots of work that has gone into making SECAMB a better place to work for our people.

Looking to the immediate future, it is our ambition, in January 2025, to exit the Recovery Support Programme (RSP) – a national programme that provides focused and integrated support for those with increasing, complex challenges.

We have a future that is full of potential.

To realise that potential, we are seeking a Chief Digital Information Officer who will offer strategic guidance to the Board and harness the opportunity to develop a cutting-edge Digital Directorate that creates the conditions for a positive culture right across the Trust, underpinned by our values.

We are an ever-evolving Ambulance Service. If you believe you have the skills and experience to help shape our future, we would be delighted to hear from you.

Yours sincerely

Simon Weldon

Chief Executive Officer
South East Coast Ambulance Service
NHS Foundation Trust

About us

We are **South East Coast Ambulance Service**, providing 999 Services across **Kent, Surrey, Sussex** and **North East Hampshire**, as well as 111 services across Kent and Sussex.

We answer over **2 million calls** each year through our 999 and 111 services – that's more than 4 calls every minute.



We employ more than **4,300 people** – 80% provide direct care to our patients and are supported by strong corporate teams.

Our people work from more than **100 sites across the region**, including twelve Make Ready Centres. We were one of the first ambulance services to introduce the Make Ready system which sees specialist teams clean, check and re-stock our vehicles.



We are truly lucky to be supported by more than **400 volunteers** including CFRs, Chaplains, Welfare Volunteers and Governors. They give thousands of hours every year to support our patients and our colleagues.



The communities we serve are diverse, including areas of affluence as well as some of the most deprived areas in the country.



Our values

At SECAmb, our values are more than just words – they are the principles that guide our actions and influence how we behave, both internally among our teams and externally in how we deliver our services.

They shape how we want people to experience our organisation, ensuring that every interaction reflects the high standards we uphold. Our commitment to these values fosters a positive, fair, and equitable culture, essential for delivering outstanding patient care and creating a supportive workplace.



We advocate with **courage**, serve with **kindness**, and uphold **integrity** for **exceptional healthcare**.

Kindness

Being compassionate, caring, and respectful towards others

At the heart of SECAmb, kindness defines our approach to care. We are committed to being compassionate and respectful in every interaction, ensuring that every patient, colleague, and community member feels valued and supported.

Courage

Standing up for what is right and treating everyone fairly to ensure exceptional patient care

At SECAmb, courage is fundamental to delivering exceptional care. It means standing up for what is right, advocating for fair treatment, and striving for excellence in patient care.

Integrity

Being accountable, honest, and doing the right thing

Integrity underpins every aspect of SECAmb, ensuring we act with honesty and transparency. We are committed to making fair and ethical decisions, maintaining consistency in our practices. By embedding integrity in all we do, we uphold the highest standards of care and build trust with everyone we serve.

Vision and Strategy

Our vision is to transform patient care by delivering prompt, standardised emergency responses while enhancing care navigation with seamless, accessible virtual services for non-emergency patients.



Purpose

Saving Lives, Serving Our Communities

Our Strategic Aims



Delivering High Quality Care

We are committed to delivering high quality care, ensuring every patient receives the best possible treatment and onward health management.



Our People Enjoy Working at SECAMB

We strive to make SECAMB a great place to work by promoting a supportive and rewarding work environment where all team members feel valued and motivated.



We are a Sustainable Partner

We are committed to being a sustainable partner within an integrated NHS, focusing on practices that enhance system integration and promote long-term resilience & efficiency.

Download our full strategy document [here](#)

Job description

Purpose

The Chief Digital Information Officer (CDIO) is a key member of the Executive Team (non-voting).

As a member of the Board and the Senior Management Team the CDIO will provide expertise and will leverage informatics and business intelligence to add value, enhancing the Trust's use of both technology and information.

The post holder will be responsible for delivering the recently completed Digital Strategy in a timely and cost-effective manner ensuring that we get the basics right, supporting the organisation with robust, performant, functional and user-friendly IT systems and for continually developing and delivering an exciting and effective 'Digital and Data Strategy' for the Trust and where appropriate its partners.

This will include leadership and participation in projects internally and externally at local and national level. The CDIO will lead on all aspects of technology providing strategy, vision and leadership to ensure the Trust keeps pace with prevailing trends both within the healthcare and wider technology community.

The CDIO will undertake a strategic thought leadership capacity in terms of wider information and informatics visualisation and end user experience. This will include transforming the organisation to be truly insight driven using technology such as Data Lakes, Enterprise Data Warehouses, Data load and transformation tools, data mining and data analytics.

The post holder will set rigorous technical, day to day service, portfolio, programme and project management capability based on industry standard ways of working e.g. Itil, CMM, Prince2, Pfmp.

The post holder will be the Senior Information Risk Owner and as such will be accountable for identifying and managing the information risks belonging to the organisation, ensuring that there are information governance systems and processes in place which ensure we are secure and performant, comply with the law and other mandated national requirements.

The post holder will be responsible for all of the Trusts business critical IT, technical and software solutions including, but not limited to, Computer Aided Despatch (CAD), ePCR, e-Mail radio and mobile data transmission to in vehicle Mobile Data Terminals, corporate systems, infrastructure (voice, data, end user and technical environments).

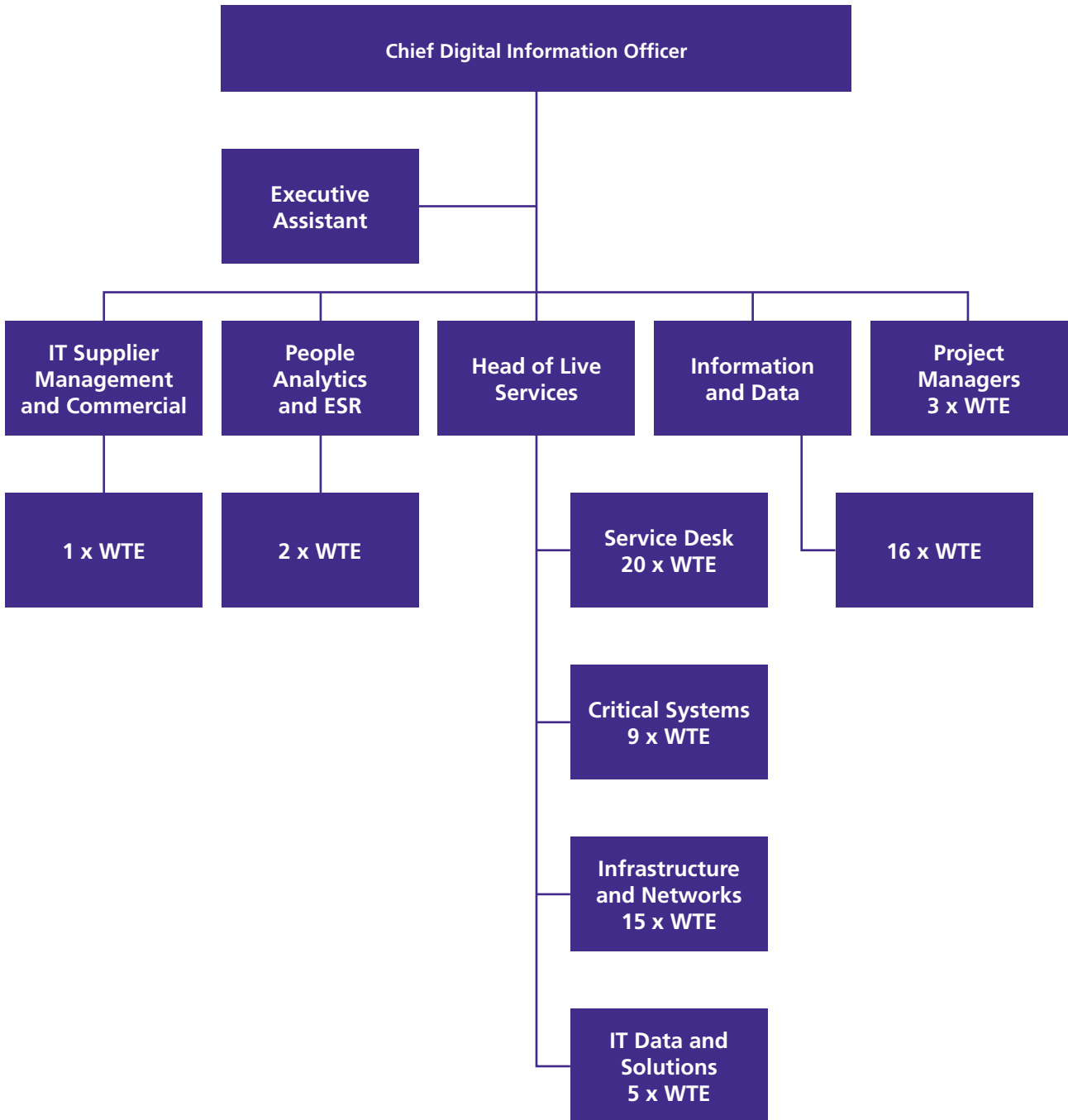
The CDIO will need to understand and manage technologies and systems in a mixed environment making best use of our in-house teams, shared services and outsourced partners.

The CDIO will have a strong strategic and commercial understanding of technology and business intelligence and how it impacts a complex organisation. They will be comfortable with strategic and technical discussions at board level regarding the use one deployment if technology and its impact on the business.

The CDIO is expected to design and build an effective organisation to monitor Trust performance using data and information from the Trust systems to provide insights and enable an enhanced level of performance, to check, challenge and support improved care delivery.

The postholder will be responsible for a budget circa £11million and will be overseeing a team of approximately 80.

Digital and Data Team



What you'll do

Domain 1:

Driving high-quality and sustainable outcomes

'The skills, knowledge and behaviours needed to deliver and bring about high quality and safe care and lasting change and improvement – from ensuring all staff are trained and well led, to fostering improvement and innovation which leads to better health and care outcomes.'

- Promote the vision, value and goals of the Trust, acting as an exemplar for the use and deployment of digital and data solutions to improve the effectiveness and efficiency of all services in support of our ambitious strategy.
 - Actively promote the effective use of technology and information in the delivery of patient care in support of the Trust Strategy.
 - Deliver a secure, robust and competent technical service to the Trust.
 - Maintain a watching brief on industry developments which may be of value to SECAmb.
 - Ensure the benefits of nationally funded initiatives are realised.
 - Prepare, prioritise, report and monitor our portfolio of project, initiatives and plans of ICT and Information activity and development.
 - Where appropriate, deliver robust business cases supporting planned developments in support of the Trust Strategy.
 - Take responsibility for all IT systems across the Trust and ensure they are fit for purpose, secure and robust.
 - Represent the trust on ICS, national and regional level digital transformation, information and strategy groups ensuring that the position of the Trust is considered in local strategies and developments.
- Provide vision and leadership across the CDIO organisation.
 - Take accountability for implementation and maintenance of systems to ensure we are safe and secure, including Information Governance, Data Protection, Business Continuity, Disaster Recovery and Cyber Security.
 - Ensure high levels of system resilience are improved and maintained, making developments and changes to maximise availability and application performance.
 - Take accountability for the portfolio, programme and project management of CDIO projects across the Trust.
 - Take responsibility for all users having access to the technology and data insight tools they need to effectively do their jobs.
 - Work with Executive colleagues and senior leaders from the Trust, and our partners, to design and deploy a model of service improvement and change management which engages and empowers staff and improves outcomes for patients and staff.



Domain 2:

Setting strategy and delivering long-term transformation

'The skills that need to be employed in strategy development and planning, and ensuring a system wide view, along with using intelligence from quality, performance, finance and workforce measures to feed into strategy development.'

- Lead in the continual development and delivery of the Digital Data strategy which is consistent with national digital standards and strategy. Hold board level accountability for Digital, Intelligence and Technology. The postholder will be required to present strategy to the Board, update the Board at regular intervals and be responsible for continual develop and delivery of the strategy.
- Ensure the Trust has the internal CDIO capacity to meet the operational needs of a modern ambulance service.
- Lead on the transformation of the Trust Digital and Data capability in order to provide seamless patient care, multichannel access and integration across the system.
- Propose, champion and lead on improvements in the use of information and technology to improve clinical effectiveness including exploiting the integration of records across systems, ensuring clinicians and staff have access to wider health records.

Domain 3:

Promoting equality and inclusion, and reducing health and workforce inequalities

'The importance of continually reviewing plans and strategies to ensure their delivery leads to improved services and outcomes for all communities, narrows health and workforce inequalities and promotes inclusion.'

- Ensure systems are in place to evaluate and review performance against agreed targets and performance indicators.
- Put in place systems for the regular review of individual performance of direct reports, provide constructive feedback, advice and ensure their development needs are met to help them achieve their full potential in line with our values.
- Establish a supportive, fair and open culture that encourages and enables all parts of the workforce to meet required performance standards.
- To uphold organisational policies and principles on the promotion of equality.
- To create an inclusive working environment where diversity is valued, everyone can contribute, and everyday actions ensure we meet our duty to uphold and promote equality.

Domain 4:

Providing robust governance and assurance

'The system of leadership accountability and the behaviours, values and standards that underpin our work as leaders. This domain also covers the principle of evaluation, the significance of evidence and assurance in decision making and ensuring patient safety, and the vital importance of collaboration on the board to drive delivery and improvement.'

- Maintain effective corporate and information governance arrangements including IM&T security and patient confidentiality.
- Take on the role of Senior Information Risk Owner and be accountable for identifying and managing information risks to the organisation.
- Ensure the Trust has information governance systems and processes that comply with the law and other nationally mandated requirements.
- Take responsibility for the annual submission of the Data Protection and Security toolkit, ensuring that the Trust Board are sighted and approve the submission.
- Work in partnership with the Caldicott Guardian and foster a culture for managing information risks and incidents.
- To provide timely and accurate reports to the Board and Trust committees on progress on the delivery of the ICT Strategy and Information Governance.
- Lead, in respect of IT, the emergency preparedness agenda and ensure that the Trust is compliant with all relevant guidance, including the Civil Contingencies Act.
- Ensure that robust contingency, risk management, and disaster and business continuity plans are in place for the Trust's Informatics services and that these are coordinated with other Senior Trust Managers.

Domain 5:

Creating a compassionate, just and positive culture

'The skills and behaviours needed to develop great team and organisation cultures. This includes ensuring all staff and service users are listened to and heard, being respectful and challenging inappropriate behaviours.'

- Take a pro-active role in modelling the desired leadership behaviours to ensure the Trust creates and maintains the culture and conditions to empower people to work across organisational boundaries, in multi-disciplinary teams, in service of our strategic priorities and our patients.
- In collaboration with executive colleagues, participate in the delivery of plans to engage with our staff and support the Trust's ambition to be a Great Place to Work with an inclusive and positive culture, ultimately ensuring the aims of the Chief Executive Officer and the Trust are achieved.
- Ensure appropriate provision of learning, coaching and development and education function for departmental staff.

Domain 6:

Building a trusted relationship with partners and communities

'The need to collaborate, consult and co-produce with colleagues in neighbouring teams, providers and systems, people using services, our communities, and our workforce. Strengthening relationships and developing collaborative behaviours are key to the integrated care environment.'

- Further develop effective partnerships with all relevant organisations, through sharing of appropriate information and improved planning processes.
- To represent the Trust externally and to work where appropriate with stakeholders to establish good working relationships with the local, and where appropriate national finance leads.
- To develop relationships and communication with other Chief Digital Information Officers to share learning and opportunities.
- To work in partnership with peers, leadership teams and regional stakeholders to deliver successful outcomes taking time to understand others' perspectives and objectives and using your skills to influence effectively.
- You will develop and maintain a strong working relationship with the Chief Digital Information Officers participating on behalf of the Trust in the relevant regional forums.
- To support the development with clinical and executive colleagues, transformational models of care in conjunction with our ICBs, ICSs and the region.

What you'll bring as essential requirements

- First degree in a relevant subject or equivalent experience.
- Senior level experience managing a large CDIO function.
- Demonstrate a track record of improving patient care through the better use of digital resources and information and technology platforms.
- Experience of leading on Information Governance function.
- Evidence of adopting best practice in leading and implementing major CDIO programmes.
- Can demonstrate successful financial management, rigorous financial monitoring and control and evaluating competing budgetary priorities.
- Programme Management experience.
- Business planning, objective setting and performance management experience.
- Can lead, motivate and inspire others.
- Is credible to internal and external stakeholders.
- Has strong analytic, and critical reasoning skills and capable of effective problem solving.
- Can evidence good written and oral communication skills.
- Ability to translate strategic goals into effective and achievable operational plans and capable of monitoring their progress and outcomes.
- Highly developed negotiating and influencing skills.
- Able to make sense of conflicting priorities and reach effective and timely solutions.

- Ability to assess risks, anticipate difficulties and successfully address them.
- Ability to handle detail within strategic plans and make informed decisions and judgements.
- Is politically astute with knowledge of national and regional decision making and
- Is a role model for openness and inclusion.
- Encourages innovative thinking in others.
- Demonstrates resilience, confidence and self-belief when under pressure.
- Can demonstrate self-awareness which includes awareness of impact on others.
- Ability to work under pressure and meet deadlines.
- Has personal integrity.
- Demonstrates a leadership style which is visible and democratic.
- Committed to promoting diversity and awareness of equal opportunities.
- Demonstrates commitment to the corporate values.
- Leads by example and set the standard for professional behaviour and excellent work habits that support a positive, progressive working environment.
- Knowledge and educational achievements.
- Provide evidence of recent on-going personal development action, as well as activity.
- Has current broad knowledge of the national NHS context.
- Has specific in-depth knowledge of the challenges facing health and social care.

Key outputs and deliverables in your first 12 months

- Full support for delivery of the corporate strategy.
- Mobilisation and deliver of the recent Digital and Data Strategy.
- Deliver demonstrable improvements in patient care through the better use of digital resources and information and technology platforms.
- Evidence of adopting and improving best practice in day to day running and implementation of CDIO programmes and projects.
- Ensuring CDIO organisation has the required capability and capacity to deliver the organisation strategy and ambition.
- Become an effective and valued member of the Trust Board and Senior Management Team.

How to Apply

The closing date for applications is **19 January 2025**.

Applications should be made by submitting a full and up-to-date CV, with a covering letter of no more than two sides of A4. Your supporting statement should give evidence of how you meet the requirements of the person specification relating to the role.

Along with your application please include:

- Contact details for up to four referees (who will not be contacted without your permission)
- A contact email address and telephone number
- A completed **Diversity Monitoring Form** and **Fit and Proper Person Monitoring Form**.

All applications should be sent to: **apply@hunter-healthcare.com**. All applications will be acknowledged.

For an informal conversation about the post, please contact Brendan Davies at our recruitment partners, Hunter Healthcare by email: **bdavies@hunter-healthcare.com** or phone: 07585 356985

Key dates:

EVENT	DATE
Application deadline	19 January 2025
Pre-screening calls	22 January 2025
Shortlist	23 January 2025
Stakeholder events	27 January 2025
Interviews	30 January 2025



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