

**HH** Hunter  
Healthcare

# COMMERCIAL DIRECTOR

CANDIDATE INFORMATION PACK  
FEBRUARY 2026

Inspected and rated

Good



# WELCOME

## Dear Candidate,

Thank you for your interest in the role of Commercial Director here at SELDOC.

Established in 1996, we are a proud GP-owned healthcare business that has evolved from a local South London co-operative into a dynamic provider of integrated care for over two million patients. While our roots are in the NHS, we are currently in an era of unprecedented diversification and growth.

Today, we operate through two distinct brands: SELDOC Healthcare, our NHS-facing arm, and Verve Healthcare, our private sector subsidiary serving B2B and B2C customers. As our Commercial Director, you will be the primary architect of our future growth.

You will be responsible for all sales, bidding, and new customer relationship development across the Group, including NHS Trusts, Private Sector Businesses, and newly emerging NHS neighbourhood-led organisations.

Your role is central to championing new products and refining existing services to meet the evolving needs of our patients and customers.

We pride ourselves on our collaborative “all hands on deck” mentality. When a major opportunity arises – such as our recent £14m contract win for Urgent Care Centre services at King’s College Hospital – we work as one to get it delivered. You will be responsible for leading colleagues through these structured tender processes to turn our big ambitions into reality.

While we maintain high levels of commercial rigour and accountability, we ensure that every decision is focused on the best outcome for the patient. Our core values – Patient-first, Compassionate, Competent, Empowering, and Adaptable – underpin everything we do. We are looking for a leader who possesses not only technical sales expertise but also the energy and commitment to thrive in a lean, fast-paced environment.

If you have a strong work ethic and a passion for driving growth within a clinically-led organisation, we would love to hear from you.

I wish you every success with your application.

Yours sincerely  
**Steven Pink,**  
Chief Executive

# ABOUT SELDOC

## Our Story and Growth

A Proven Track Record, A Modern Vision For 30 years, SELDOC has been the “glue” of the South London healthcare system. What began as a GP co-operative has transformed into a sophisticated healthcare group delivering out-of-hours care, urgent treatment centres, and innovative @Home services.

## Key 2025/2026 Milestones:

- **Major Contract Success:** In late 2025, we were awarded a flagship £14.1 million contract to provide Urgent Care Centre services at King's College Hospital, reinforcing our position as a premier NHS partner.
- **Award-Winning Innovation:** SELDOC initiatives have been shortlisted for the 2025 HSJ Awards, including our work on the London Care Record and community-led sickle cell services.
- **A “Green” Fleet:** We have fully transitioned our mobile clinical fleet to hybrid technology (Toyota Rav 4 AWDs), ensuring we deliver care sustainably across urban South London.
- **Quality First:** Our Net Promoter Score (NPS) reached a record high of 86%, reflecting the trust our two million patients place in us.

## Group Structure

To meet the evolving needs of the healthcare market, we now operate two core brands:

- SELDOC Healthcare (NHS Facing): Focuses on Integrated Urgent Care (IUC), Urgent Treatment Centres (UTCs) at Guy's and St Thomas' and King's, and supporting ED flow and primary care networks.
- Verve Healthcare (Private Sector): Our commercial arm providing B2B and B2C services, allowing us to leverage our clinical expertise for private sector innovation.



# OUR PURPOSE & VALUES

Our values are not just posters on a wall; they drive every commercial decision we make.

- **Patient-first:** We prioritise clinical safety and patient needs over everything else.
- **Compassionate:** We value diversity and treat everyone with respect.
- **Competent:** We achieve results through clinical, operational, and financial expertise.
- **Empowering:** We provide our people with the tools they need to be brilliant.
- **Adaptable:** We embrace innovation and adopt new technologies (such as our recent fleet and digital record integrations).

## Our People

We are a clinically led organisation where every decision we make is focused on our patients. For us, good care is everything. We have a diverse workforce which includes clinical professionals, project managers, operational leaders, business professionals and administrators. We recognise and value the importance of our workforce and the role that each individual plays in delivering excellent care.



# WHY WORK FOR US?

## Impact and Influence

As a Commercial Director in a £15m+ organization, your impact is immediate. You aren't a cog in a machine; you are a key voice in the Executive Leadership Team (ELT).

**Entrepreneurial Culture:** We operate with the agility of a small business but the clinical governance of a major NHS provider.

**Commitment to Diversity:** Our Board and workforce reflect the vibrant South London communities we serve.

**Agile Leadership:** You will join a supportive team that meets daily to troubleshoot and strategise, ensuring no leader operates in a silo.

## Diversity and Opportunity

SELDON celebrates diversity as we believe it enhances our service. It is no coincidence that SELDOC's Board reflects the makeup of the workforce and this is underpinned by SELDOC's commitment to employee advancement and equal opportunities for all.

SELDON provides a role-specific tailored induction programme for new employees and actively encourages career advancement throughout the organisation. If you have a strong work ethic and a passion for patient care, we want to hear from you.



# THE OPPORTUNITY

**Job Title:** Commercial Director

**Reports to:** Chief Executive Officer

**Scope of role:** SELDOC Group including NHS and private sector customers

## JOB SUMMARY

The Commercial Director is responsible for all sales, bidding and new customer relationship development in SELDOC Group.

## KEY ACCOUNTABILITIES

She/He is accountable to the CEO for delivery of agreed sales and customer relationship development goals (new and existing customers) in line with the Business Plan. Such goals include:

- Deeper relationships with existing customers, so that the SELDOC team is able to fully understand the key business drivers in each key customer organisation
- Relationships built with new and potential customers to strengthen SELDOC's future opportunity pipeline
- Existing and new customer base includes NHS Trusts, Private Sector Businesses, SELDOC Member Practices, PCNs and newly emerging NHS neighborhood-lead organisations (often formed as a new entity between existing organisations)
- On target revenue and margin by customer group (new and existing)
- Sales leads in line with plan
- The creation and on-time delivery of responses to tenders for new contracts

- Championing the development of new and refinement of existing SELDOC Group products and services to meet current and future customer needs
- Customer relationship outcomes in line with agreed new customer development plans
- Opportunity/sales pipeline development
- Oversight of SELDOC website refinement, to ensure it is fit for purpose and gives new and existing customers what they need.



## KEY RESPONSIBILITIES

Functional areas of responsibility include:

- Market/potential-customer insight, including horizon scanning, opportunity analysis and trend-tracking where this may present an opportunity or a threat for the business
- Identification of appropriate tender opportunities
- Leading the delivery of tender responses to NHS and private sector customers
- Developing relationships with existing, new or potential customers
- Championing the drive to develop new or refined customer propositions where there is a significant commercial opportunity for SELDOC
- Management and development of the new business customer pipeline in the context of specific opportunities and market trends
- Agreeing product pricing with finance and marketing teams
- Competitor analysis
- Delivering sales to new customers and increasing sales to existing customers in line with agreed business plan
- Negotiation and agreement of formal contracts with customers
- Supporting mobilization of new services as part of the team (rather than mobilization lead)

There is a requirement for this role to produce a “new business” plan for SELDOC.

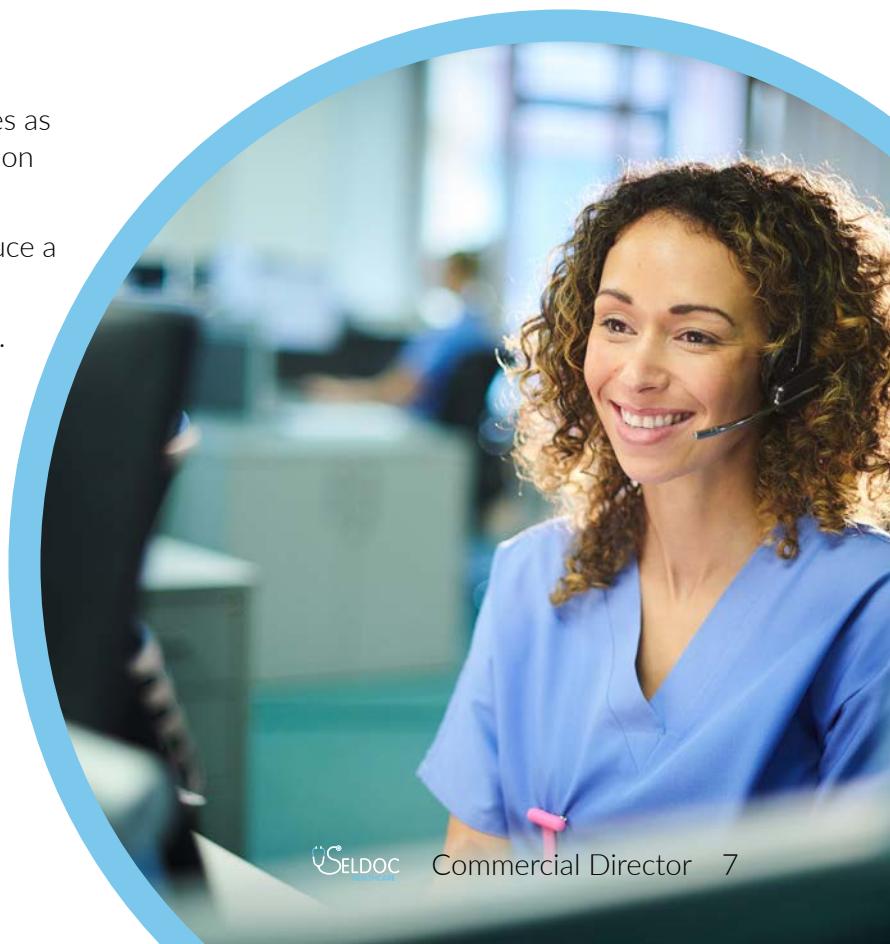
The new business team in SELDOC is small. All members of the Executive "join" this team where there is a significant new opportunity in order to secure it. This is most often through a structured tender process.

The Commercial Director is responsible for leading colleagues through this process to secure the target outcome.

Bid-writing is outsourced to third parties.

Although this role is not a Board position, there is a requirement for the Commercial Director to present business cases and pitches to the Board from time to time.

As a member of the Executive Leadership Team and a senior leader in the business, the Commercial Director will contribute to the development of strategy for all areas of the Group. As SELDOC is a relatively small organisation, the Commercial Director may be required to play her/his part in leading the delivery of key areas in service operations in times of urgent need. Acting as an on-call director from time to time may become part of this responsibility. Candidates for this role need to be comfortable with this.



## Diversity and Inclusion

All SELDOC leaders are expected to work in line with the SELDOC diversity and inclusion policy, recognising the different contribution that all colleagues and other organisations can make. Our diversity at SELDOC makes us stronger and is an important feature in how we reflect the patients and customers we serve.

## Quality

The Commercial Director develops, refines and sells products which are designed to deliver high quality healthcare with a focus on patient experience, satisfaction and safety. To discharge this responsibility, the Commercial Director is expected to develop a thorough understanding of the clinical factors which influence these outcomes. This will enable her/him to sell products and services which support SELDOC's brand as a clinically-led healthcare provider.

## Health & Safety

The post-holder will assist in promoting and maintaining their own and others' health, safety and security as required of all business leaders under Health and Safety Legislation.

## Risk Management

As a member of the Executive Leadership Team, the Commercial Director participates in and contributes to risk reviews which cover all areas of the business. This is intended to strengthen the business through effective risk management which avoids the negative or damaging impact which can occur from unforeseen events.

## Confidentiality

The post-holder will keep all business matters and patient information confidential in strict adherence to SELDOC information governance policies. As a healthcare business, SELDOC expects its leaders to be conversant with all relevant legislation and to complete mandatory training which is required from time to time.

## Note

This job description is a guide. It will be periodically reviewed in the light of developing work requirements in the role. The post holder will be invited to participate in any such review. In addition to the accountabilities and responsibilities outlined in this job description, the Commercial Director will be asked to take on additional or alternative duties as may be reasonable required from time to time. By accepting the role, the post-holder accepts and agrees to this requirement.

# PERSON SPECIFICATION

## QUALIFICATIONS AND EXPERIENCE

### CRITERIA

	Essential	Desirable
<ul style="list-style-type: none"><li>● Proven experience of delivering effective new business strategies and plans which have generated revenues in excess of £1million</li></ul>	✓	
<ul style="list-style-type: none"><li>● Experience of leading sales activities to deliver on target sales and relationship outcomes</li></ul>	✓	
<ul style="list-style-type: none"><li>● Creation and on-time delivery of responses to tenders for new contracts</li></ul>	✓	
<ul style="list-style-type: none"><li>● Deep experience in and understanding of healthcare</li></ul>		✓
<ul style="list-style-type: none"><li>● Ability to build and execute sales campaigns which build sales and strengthen brand credentials</li></ul>	✓	
<ul style="list-style-type: none"><li>● Experience of operating effectively as a senior leader</li></ul>	✓	
<ul style="list-style-type: none"><li>● Clear understanding of NHS operations and protocols and the key factors which drive decision making – strategically and operationally</li></ul>		✓
<ul style="list-style-type: none"><li>● Proven ability to build and nurture relationships with corporate customers in the NHS and 'for profit' sector, delivering on target outcomes</li></ul>	✓	
<ul style="list-style-type: none"><li>● An effective leader</li></ul>	✓	
<ul style="list-style-type: none"><li>● University degree</li></ul>		✓

# HOW TO APPLY

The closing date for applications is  
**TBC**

Applications should be made by submitting a full and updated 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 **Equal Opportunities Monitoring Form** and **Fit and Proper Person Monitoring Form**.

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

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

## KEY DATES:

<b>Application closing date</b>	TBC
<b>Shortlist Meeting</b>	TBC
<b>Selection events</b>	TBC





Floor 2, Berkshire House  
168-173 High Holborn, London WC1V 7AA

T: 020 7935 4570  
E: [enquiries@hunter-healthcare.com](mailto:enquiries@hunter-healthcare.com)