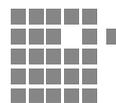




Candidate Brief for the position of  
**Associate Network Director**  
**The OT Practice Ltd**

October 2020



**Berwick Partners**

an Odgers Berndtson company

## Company Overview

The OT Practice is an independent Occupational Therapy company specialising in providing expert clinical occupational therapy services nationwide to private individuals, statutory services and business clients.

Nikki Thompson founded The OT Practice 11 years ago having reached a point with her own case load where she was in the position to hand out work to other OTs and so the company was formed and then grew by osmosis. Having reached a crossroads of either maintain or grow, Giles Thompson joined in 2013 as Managing Director to bring a commercial approach to The OT Practice. Nikki and Giles had a vision for the business which was for it to remain independent of any external investors and to grow it organically through reinvestment of profit.

Today they have grown the business through steady year on year growth to become the largest team of occupational therapists in the UK containing some of the country's leading clinicians. Their nationwide team delivers outstanding care to adults and children in their own homes, workplaces and schools.

Ethics are at the heart of their vocation as health care professionals and is an ethos they actively instil throughout all areas of the business, not just the clinical team. As a conscientious and creative thinking healthcare provider they strive to present their clients with all their options, so they can make the choice about their care.

Giles and Nikki are proud of the reputation they have achieved for building long lasting and trusted relationships with their clients. They provide therapy services directly to private clients and also business clients such as case managers, solicitors, schools, local authorities, housing associations and charities.

## Company Ethos

- We make clients & potential clients feel understood and provide sound professional advice – even if it ends up being for free
- We are friendly & caring, but always remain professional
- We are socially responsible – if there is a better option for a prospective client then we say so
- We are a private practice and understand that generally our clients are looking for more than statutory services provide and are willing to pay for that service
- We are driven and go the extra mile if that is what is needed to convert an enquiry or to keep a client happy

## Background to the Role

It is on the back of this growth, that The OT Practice is now looking to make a key appointment to the senior team as their new Associate Network Director.

This is a full time, office-based role based in the centre of Hook, Hampshire. The role requires an executive level individual experienced in the management and development of a large network of professionals. The individual will have significant responsibility and autonomy over defining and implementing the strategic objectives of this newly created division within The OT Practice business. Their responsibilities will cover the

recruitment of new Occupational Therapists to grow the network and the development of the existing team to enhance performance and increase engagement.

The newly created division will have a budget and team comprising of existing staff members who cover aspects of the process currently, as well as recruiting new team members to extend the scope of this business function.

The role requires someone who has the management experience, confidence and drive to take a strategic approach to expanding and enhancing our nationwide network of Associates; candidates will be aspiring to operate at director level and will be able to demonstrate objective driven management underpinned by KPIs.

## The Role

The Associate Network Director will not only be responsible for the operational delivery as defined below, but also work with the senior management team to establish clear strategic goals for this function of the business to pro-actively grow and enhance the associate network.

Having established their goals they will be expected to create and implement a plan to deliver their strategy.

The Associate Network Director will be the face of the company with respect to the therapist network and will be the go-to person for all matters related to the network. To achieve this they will have to be approachable, while presenting a strong sense of authority through their knowledge and influence.

An important part of their role will be networking. Whether on the phone or video platforms, at a conference or through organising events of their own, the Associate Network Director will need to thrive on presenting to groups, meeting new people, developing connections and inspiring the people they meet.

The key operational responsibilities that fall under the direction and management of this role can be summarised as:

- The administration of the network including on-boarding, registration and associated compliance
- The recruitment of new therapists and growth of the network
- The performance, engagement and utilisation of the network

The introduction of this role aims to unify these functions under a single leadership delivering a more cohesive strategy for the development and management of our network of therapists. For each area of responsibility the Associate Network Director will coordinate and set objectives for the staff they will be working with to deliver their strategic goals.

Whilst some resources are already in post the successful candidate will need to hire and line manage additional members for their team.

Listed below are the tasks the Associate Network Director will have management responsibility for, organised by key areas of operation and resources available to them for delivery of these tasks.

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- Working with the Therapist Network Administrator to manage the recruitment and administration of therapists
    - Administration of associate enquiries, applications and interviews
    - On-boarding and registering therapists
    - Maintaining registration credentials and annual updates
    - Providing direction on HR policies and legal matters and ensuring we are adhering to legal and best practice compliance
    - Setting network administration KPIs and ensuring they are met
    - Oversee the administration of training
  
  - Working with the Marketing Executive to build, enhance and utilise the therapist network
    - Marketing activities relating to recruitment
    - Marketing activities relating to therapist utilisation
    - Prospect therapist list management
    - Event coordinator (our events)
    - Therapist engagement activities
    - Creating newsletters for both prospective therapist and our existing network
    - Online & off-line marketing activities
    - Social media (for therapists)
    - Conferences (planning conference schedule & attending)
    - Training programme promotion and administration.
  
  - Working with the OT Network Manager who has responsibility for end to end therapist journey from interviewing candidates, managing performance, as well as planning engagement activities and training. The OT Network Manager will be a clinician providing the expert clinical knowledge this team requires.
    - Screening applications
    - Interviewing
    - Clinical induction
    - Performance and probation management including allocation to specialist teams
    - Termination and exit process
    - Network capacity analysis (for each Specialist Clinical Team)
    - Reporting and KPI preparation relating to network growth targets
    - Therapist utilisation monitoring
    - Therapist performance tracking
    - Training program design and implementation
    - CPD initiatives
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## The Candidate

The following skills and qualifications will be required/desirable:

- Essential to this role will be the ability to influence and inspire our prospective and existing therapists
- Experience with developing and maintaining a disparate workforce, network of associates or volunteers, or an organisation based on membership (or equivalent) is essential
- MBA desirable
- CIPD qualification desirable but not essential. You will need to have extensive HR knowledge and the ability to craft policies, procedures and guidance
- Senior management experience required (autonomous objective led management)
- Setting and working to KPIs (reporting results to executive team)
- Recruitment experience desirable
- Marketing experience desirable
- Event organising desirable
- Experience with creating and managing contracts/policies and associated legal and compliance work
- Excellent project management and planning skills is required
- Good technical ability and knowledge of technology-based tools such as online marketing and social media platforms
- Whilst having experience within the healthcare industry is desirable, it is not essential

## Personal skills & attributes

Fundamental to this role is the character and temperament of the individual. Important personal skills and attributes include:

- Excellent interpersonal skills, caring, friendly and always willing to listen
- Able to quickly develop rapport and build relationships
- Clear decision maker who takes responsibility for actions, projects and people
- Innovative problem solver with drive and determination
- Flexible approach to work in order to achieve demanding goals
- Able to deconstruct risk situations providing quick and clear decisions
- Strong influencing and negotiation techniques
- Able to become a true business brand ambassador
- Efficient working style and ability to juggle tasks without missing things
- Strong attention to detail
- Excellent organisational and time management skills, demonstrate ability to prioritise and manage workload
- Skilled communicator through written reporting and verbal presentation
- Within the team, a desire to question the status quo and be innovative

## Additional Details

### ■ Benefits

- Competitive salary
- 23 days holiday and ability to purchase up to 5 days additional holiday
- PMI
- Workplace Pension scheme employer contributions of 3%/employee 5%

### ■ Timetable

Search closes	9 <sup>th</sup> November
Berwick interviews	w/c 16 <sup>th</sup> November
Client interviews 1 <sup>st</sup> stage	w/c 23 <sup>rd</sup> November
Client interviews 2 <sup>nd</sup> stage	w/c 30 <sup>th</sup> November

## How to Apply

The preferred method of application is online at [www.berwickpartners.co.uk/80990](http://www.berwickpartners.co.uk/80990)

If you are unable to apply online please email your application to [response.manager@berwickpartners.co.uk](mailto:response.manager@berwickpartners.co.uk)

All applications will receive an automated response.

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.berwickpartners.co.uk/privacy-policy/>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

If you have any queries or would like more information in regard to this document, please contact:

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