



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Bae Abertawe
Swansea Bay University
Health Board



lechyd gwell
Gofal gwell
Bywyd gwell

Better health
Better care
Better lives



Executive Medical Director

Candidate information pack

August 2026

HH Hunter
Healthcare

Welcome from the CEO

Thank you for taking the time to explore this opportunity to join Swansea Bay University Health Board. This is a pivotal moment for our organisation as we continue to strengthen the safety, quality and sustainability of care for the people of Swansea and Neath Port Talbot, while shaping the future of services across South West Wales.

Our ambition is clear: to create a healthier Swansea Bay, where people live well and age well, supported by high-quality care that is compassionate, equitable and delivered as close to home as possible. Our mission – **Better Health, Better Care, Better Lives** – reflects our commitment to prevention, early intervention, partnership working and continuous improvement.

Swansea Bay University Health Board is one of the largest employers in South West Wales, with around 14,700 staff, providing NHS services across Swansea and Neath Port Talbot alongside specialist tertiary services for patients from further afield.

Our organisational strategy, **A Healthier Swansea Bay**, sets out a clear vision for a population health organisation focused on prevention, reducing inequalities and improving access to care. We have made important progress, including improvements in planned care, but we are also clear-eyed about the scale of the challenge ahead: delivering sustainable services, reducing variation, strengthening community-based care and achieving financial balance while continuing to improve quality and experience for patients and staff.

We are honest about the challenges we face. Like health systems across Wales and the UK, we are responding to rising demand, workforce pressures, financial constraints, persistent health inequalities and the need to modernise how services are organised and delivered. At the same time, Swansea Bay has real strengths: dedicated colleagues, strong clinical services, important regional and specialist roles, committed partners and a clear strategic direction for the years ahead.

As a senior leader in our Health Board, you would be joining us at a time when visible, values-led leadership really matters. Through Organised for Success, we are aligning our structures, leadership arrangements and operating model to our strategy, strengthening accountability from Board to ward and enabling more clinically led decision-making.

Alongside this, Transforming for the Future – our refreshed Clinical Services Plan – will set out a clinically robust and financially sustainable model of care for Swansea Bay, informed by evidence on population health, demand and capacity, workforce, infrastructure, digital capability, quality, safety, inequalities and affordability.

We are looking for someone who brings strategic judgement, pace, humility and a strong commitment to public service values. Our organisational values – caring for each other, working together and always improving – are central to the way we lead, make decisions and support our colleagues.

You will need to be comfortable leading through complexity, working across organisational and system boundaries, and helping us make the difficult choices required to deliver safe, sustainable and high-quality care. Just as importantly, you will need to be a collaborative colleague: someone who builds trust, supports teams, challenges constructively and keeps patients, staff and communities at the centre of every decision.

If you are motivated by the opportunity to make a lasting difference in a complex, ambitious and values-driven health board, I hope you will consider applying. Thank you for your interest in Swansea Bay University Health Board. I look forward to hearing from you.

Abigail Harris
Chief Executive
Swansea Bay University
Health Board



About Us

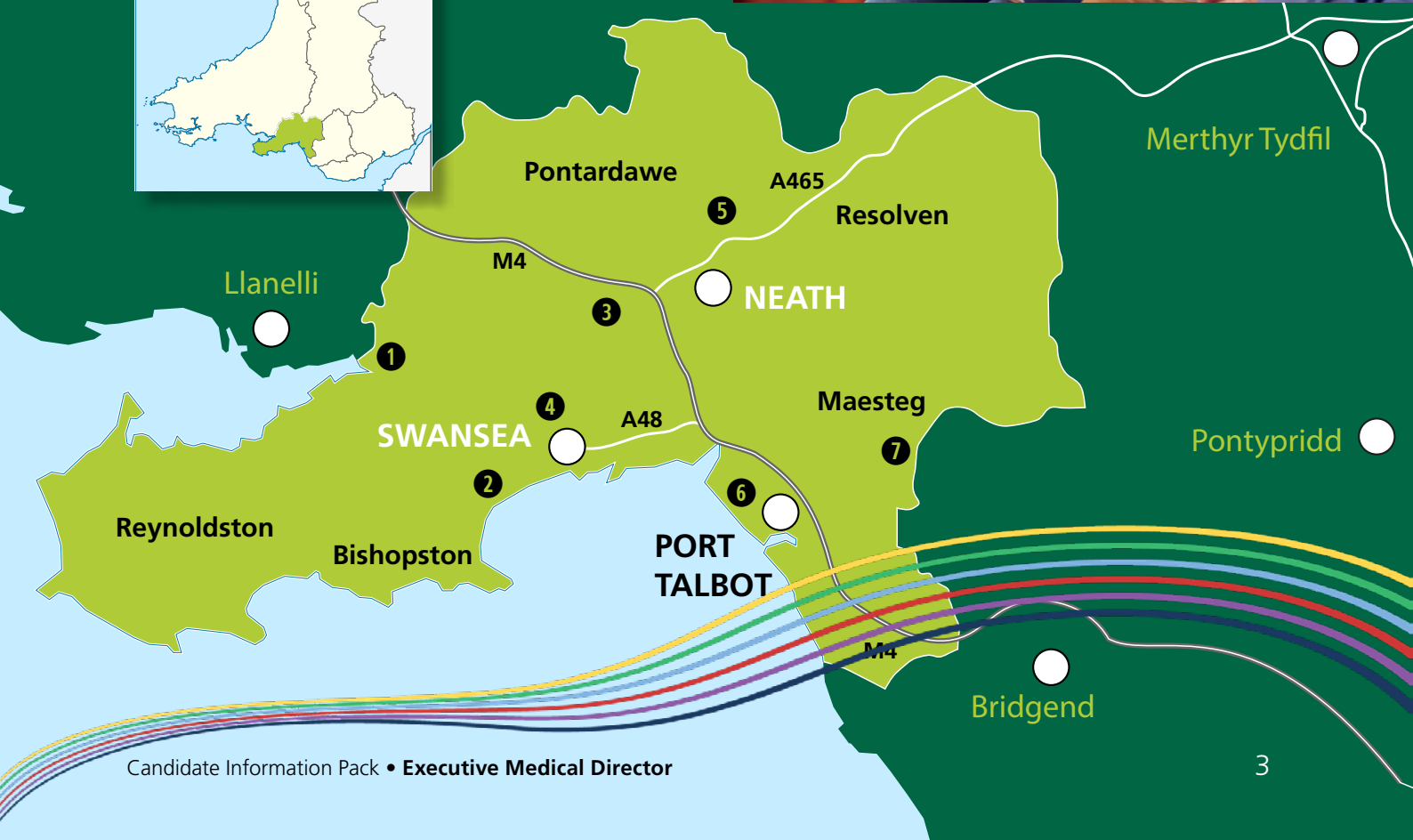
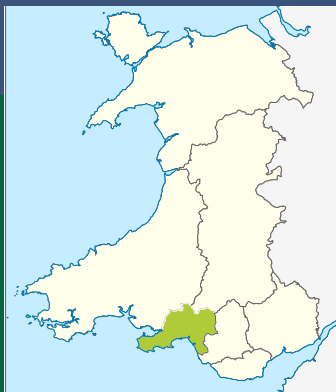
Swansea Bay UHB has a budget of £1.7bn and employs around 14,700 people, making us one of the largest employers in Wales. We provide NHS care for a population of around 390,000 across Swansea and Neath Port Talbot.

We offer a wide range of tertiary services to patients further afield, including burns and plastics, renal, cardiac surgery and specialist neonatal care. We have three major acute hospitals – Morriston, Singleton and Neath Port Talbot, and provide community and mental health care, along with commissioning primary care services

We have also set up the Southwest Wales Regional Joint Committee (RJC) with Hywel Dda UHB to provide joint leadership for planning, commissioning, and delivering services across the wider southwest Wales region.

Our strategic vision is clear: a healthier Swansea Bay where individuals enjoy longer, happier, and more independent lives, with access to the care they need when they need it most. We are committed not only to treating illness, but to supporting wellbeing throughout people's lives.

By working with our communities and partners, we seek to tackle health inequalities, empower people to make informed choices, and foster environments where everyone can thrive physically, mentally, and socially.



Vision, Mission and Values

Our Vision

At Swansea Bay University Health Board, our vision is to create a healthier future for everyone in our communities where people live well and age well. We envision a future where everyone enjoys longer, healthier, and happier lives, where people are supported to remain active and independent for as long as possible and access high-quality care when they need it most.

Our ambition is to create a wellness-focused system that prioritises prevention, early intervention, and anticipates health needs. Care will be delivered as close to home as possible, reducing reliance on hospital services and enabling faster recovery when hospital care is necessary. We are committed to delivering seamless, equitable, and person-centred care that responds to what matters most to individuals and their families. Through strong partnerships with patients, communities, and stakeholders, we will tackle health inequalities and empower people to take control of their wellbeing.

We are committed to fostering a culture of continuous improvement, innovation, and inclusion where staff feel valued, supported, and inspired to deliver their best. Through research, education, and collaboration we will shape a smarter, more sustainable health service that is fit for the future.

We will make responsible decisions that prioritise environmental sustainability, financial integrity, and social responsibility. We will embrace digital transformation, harness technology, and redesign services to meet the changing needs of our population ensuring care is safe, effective, and equitable.

Rooted in compassion and driven by excellence, we are working together toward a future where the Health Board is recognised as a leading example of compassionate, forward-thinking healthcare and Swansea Bay is a place where everyone has the opportunity to thrive.



Our Mission

Our mission is simple yet powerful: to deliver better health, better care and better lives for the people we serve. This means helping individuals, families, and communities to live healthier, more fulfilling lives, preventing illness where we can and treating it swiftly, safely, and compassionately when we must.

Better Health means focusing on prevention, education, and early intervention. We work alongside our partners and communities to tackle the root causes of poor health supporting people to make informed choices, promoting mental wellbeing, and reducing health inequalities.

Better Care is about putting people at the heart of everything we do. We aim to deliver safe, timely, and personalised care which reflects what matters most for each individual. Whether at home, in the community, or in hospital, we strive to ensure every patient experience is grounded in dignity, respect, and excellence.

Better Lives reflects our wider commitment to supporting wellbeing beyond healthcare.

By collaborating with social care, education, housing, and voluntary sectors, we aim to create the conditions where people can thrive physically, mentally, and socially.

Together, this mission drives every decision we make, as we build a stronger, healthier and more equitable Swansea Bay.

As a Health Board, we recognise that our direct influence on people's overall health, wellbeing, and quality of life is limited. Many of the factors that shape health outcomes such as housing, income, education, and social connections sit beyond the boundaries of health services. Our strategy therefore focuses on the areas where we can make the most direct and meaningful impact, including the quality, accessibility, and effectiveness of care. However, we remain mindful of the wider determinants of population health and wellbeing.

We will use broader indicators such as the three below to inform our priorities, strengthen partnerships, and advocate for collective action that supports healthier lives and communities.



Our Values

Our values are those things which define our culture. They are the answer to the question: what is important to us? They serve as a reference point for everything we do and how we lead and manage the organisation.

Caring for each other in every human contact, in all of our communities and each of our hospitals.

- We are friendly, helpful and attentive. We welcome others with a smile.
- We see people as individuals. We do the right thing for every person and treat everyone with dignity and respect.
- We are kind, compassionate, patient and empathetic to the needs of others.

Working together as patients, families, carers, staff and communities so that we always put patients first.

- We communicate openly and honestly and explain things clearly.
- We take time to listen, understand and involve people. We value everyone's contribution, and we work with our partners to join things up for people.
- We are open to, and act on, feedback.
- We speak up if we are concerned.

Always improving so that we are at our best for every patient and for each other.

- We keep people safe and provide an efficient and timely service.
- We are professional and hold ourselves and each other to account.
- We choose a positive attitude, seek out learning and continually develop our skills and services.



Our Strategy

Our organisational strategy describes our commitment to building a healthier future for everyone in our communities, a future where people live well and age well, supported by high-quality care that is compassionate, equitable, and delivered close to home.

Our vision is clear: a healthier Swansea Bay where individuals enjoy longer, happier, and more independent lives, with access to the care they need when they need it most.

Swansea Bay UHB covers a population of around 390,000 in the Swansea and Neath Port Talbot areas. We have a budget of around £1.7bn, and we employed around 14,700 people.

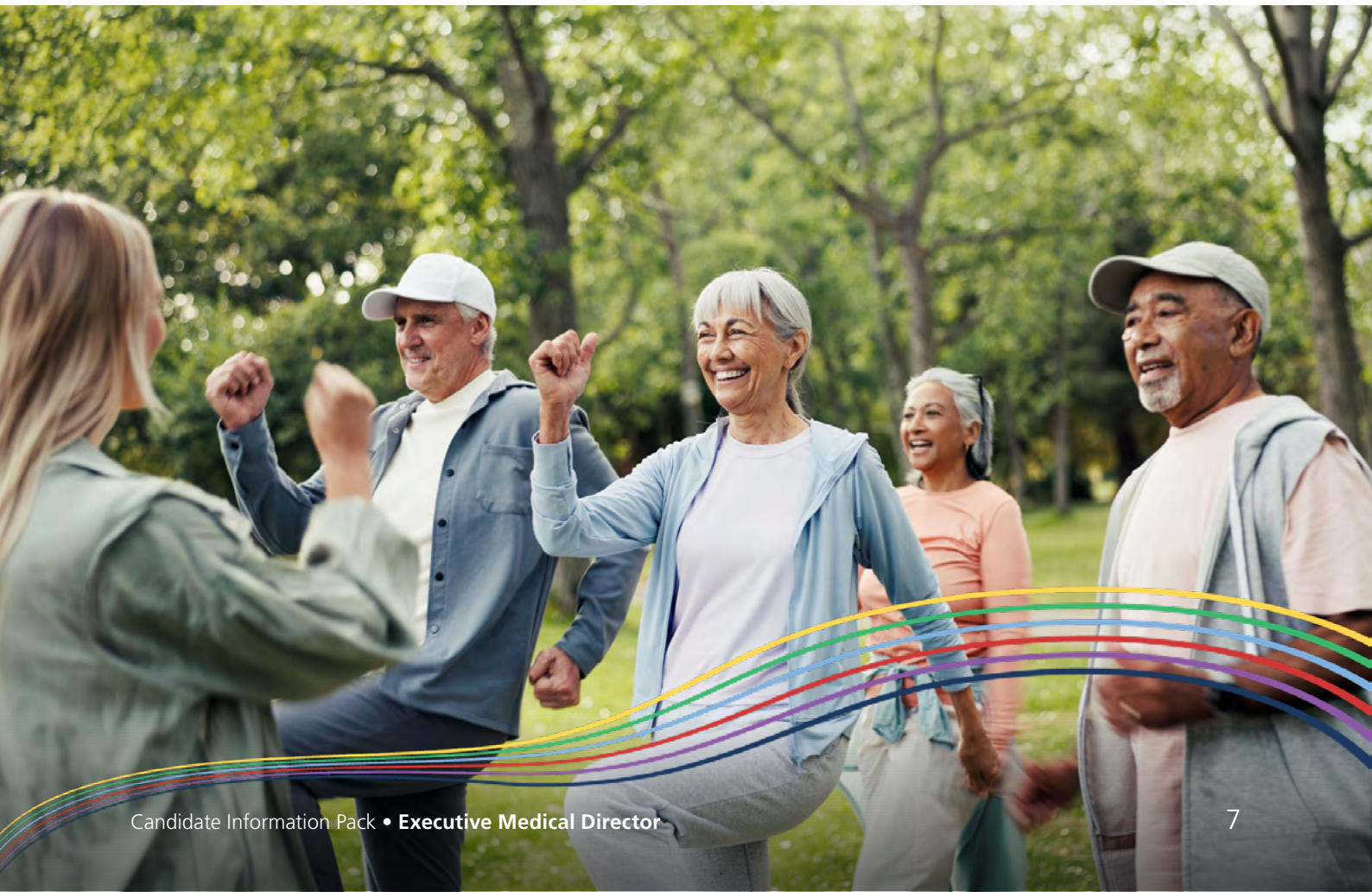
We have three major hospitals providing a range of services: Morriston and Singleton in Swansea and Neath Port Talbot Hospital in Baglan, Port Talbot. We also have a community hospital and primary

care resource centres providing clinical services outside the main hospitals.

Primary care independent contractors play an essential role in the care of our population and the health board commissions services from GPs, opticians, pharmacists and dentists across the area. We have 45 GP practices in our health board area, 58 dental practices including orthodontists, 32 optometry practices and 91 community pharmacies.

Mental health and learning disabilities services are provided both in hospital and community settings. Forensic mental health services are provided to a wider community which extends across the whole of South Wales.

Find out more about our strategy [here](#):



Our People and Finances



Expenditure on primary
healthcare services

£227,549,000



Expenditure on healthcare
from other providers

£335,625,000



Expenditure on hospital and
community health services

£1,178,189,000



Capital Resource Allocation

£53,964,000



Revenue Resource Allocation

£1,375,303,000



Gross Operating Costs

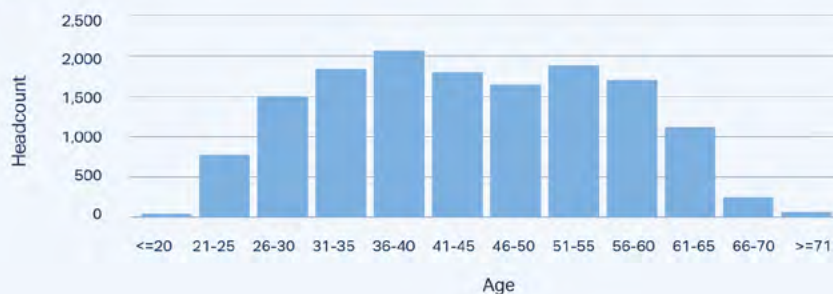
£1,741,363,000

Members of staff

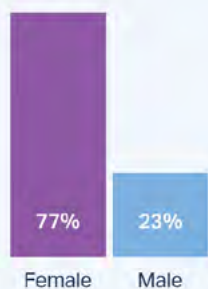
14,649



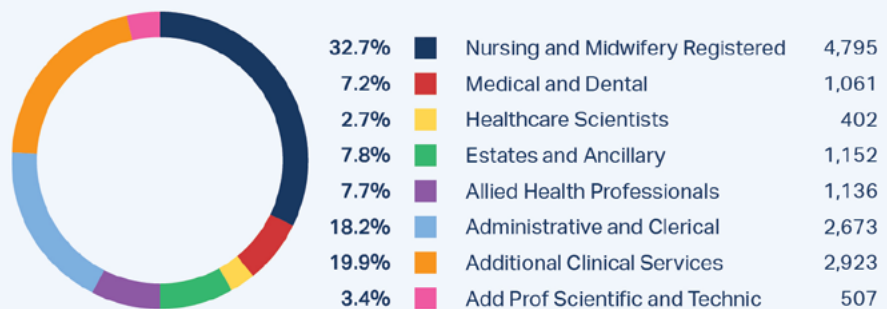
Age profile



Gender



Staff Group



Our Services

Services across our region



44
GP
practices



63
Dental
practices



90
Community
pharmacies



32
Optometry
practices

H1 Gorseinon Hospital

H2 Morriston Hospital

H3 Singleton Hospital

H4 Neath Port
Talbot Hospital



Tertiary services

Examples of specialised care provided on a regional basis:



Cancer,
including our
South West
Wales Cancer
Centre



**Weight loss
surgery**,
including
bariatric surgery



Cardiac,
including
complex surgery



**Maxillofacial
surgery**,
including cleft lip
and palate
surgery



Renal, including
dialysis



**Specialist
neonatal care**,
including the
neonatal
intensive care
unit



**Burns and
plastics**,
including surgery
and intensive
care



**Medium-secure
mental health
provision**,
including the
Caswell Clinic in
Bridgend



**Fertility
services**,
including IVF at
the Wales
Fertility Institute

Including tertiary services, in a single year across the Health Board there are:



78,157
ED attendances



53,720
MIU attendances



630,991
Outpatient
appointments



138,315
Diagnostic
procedures



30,178
Inpatient and daycase
procedures



283,416
District nursing
visits



60,746
Common Ailments
Scheme Consultations



127,905
Eye care examinations



19,763
Calls to 111 press 2



9,303
Referrals to local mental
health services



2,170,000
GMS consultations



786,782
GMS consultations
were urgent or acute



161,840
Referrals from
primary care



33,063
Urgent dental care
appointments



4,100
Psychological
therapy referrals

About the Area

Imagine having a senior career in a major university health board – and the sea at the end of your working day.

That is the proposition of Swansea Bay.

This is a part of Wales where city, coast and countryside come together unusually well. Swansea is a lively, ambitious city with a strong sense of identity, excellent restaurants, independent shops, galleries, theatres, live music and sport.

Its waterfront, marina and beaches are right on the doorstep, while Swansea University gives the city a genuinely international outlook and a thriving student and research community.

And then there is the Gower. Britain's first designated Area of Outstanding Natural Beauty begins virtually on the city's doorstep, opening up miles of spectacular coastline, beautiful beaches, cliffs, woodland and countryside.



Rhossili, Three Cliffs Bay and Oxwich are among the places that make this one of the UK's most remarkable coastal landscapes. Inland, the valleys, waterfalls and mountains of South Wales provide endless opportunities for walking, cycling, mountain biking and exploring.

For families, there is plenty to recommend the area. Swansea and the surrounding communities offer a broad choice of schools, while Swansea University provides a strong higher-education presence. Housing is also an important part of the proposition.

Compared with many parts of southern England, your money goes considerably further, whether you are looking for a city apartment, a family home near good schools, a coastal property or somewhere surrounded by countryside.

Swansea Bay is also better connected than its spectacular setting might suggest. The M4 provides easy access across South Wales and into England, with Cardiff around an hour away and Bristol approximately two hours by road.

Direct trains connect Swansea with Cardiff, Bristol and London, making the capital accessible for meetings, culture or simply a change of scene.

Most importantly, this is a place where professional ambition and quality of life do not have to compete with one another.

Swansea Bay University Health Board is a major employer and healthcare organisation, serving communities across Swansea and Neath Port Talbot and working alongside academic, research and wider public-sector partners.

So if you are looking for your next senior leadership challenge, why not choose somewhere you would actually want to live?

In Swansea Bay, you can make a difference at work – and, five minutes later, be walking beside the sea.



Job Description

Job Title:	Executive Medical Director
Hours:	Full time
Remuneration:	VSM: £212,761 - £224,277
Reports to:	Chief Executive Officer
Accountable to:	Swansea Bay University HB (SBUHB) Chief Executive and Board for the delivery of its public health objectives. Chief Medical Officer, Welsh Government for professional matters
Base	Health Board Headquarters, Baglan Port Talbot

Key Relationships

- Swansea Bay University Health Board – both independent members and executive directors
- Clinical leaders across the health system Senior clinicians and clinicians across all sectors, including primary care; directors and management team
- Clinical Director of Pharmacy Public Health Wales
- Swansea University, College of Medicine and the Institute of Life Science Other educational institutions (higher and further)
- Postgraduate Dean
- Other NHS organisations – in particular Health Boards in collaborative partnerships and national NHS bodies, and the Joint Commissioning Committee Local Authorities
- Local and national voluntary organisations Members of the Stakeholder Reference Group Staff representatives and trade unions Professional bodies and associations
- Patients / service users and their relatives/ carers/the public Llais
- Local partnerships Independent contractors
- Professional and regulatory bodies Advisory committees
- MSs, MPs, Ministers and Welsh Government officials
- Members of the National Advisory Board and National Delivery Group Media

Remuneration and Terms and Conditions

As determined by the LHB Remuneration and Terms of Service Committee within the Policy Framework set by the Welsh Government.

Job summary

The Executive Medical Director (EMD) is a statutory executive officer of the Health Board and a full member of the Board, sharing collective accountability for organisational strategy, performance, quality, safety, workforce, financial sustainability and improvement.

The EMD will play a leading role in shaping and delivering the Health Board's Organised for Success programme, the Clinical Services Plan **Transforming for the Future**, and the Organisational Strategy **A Healthier Swansea Bay**, ensuring clinical leadership is fully aligned to organisational redesign, service transformation and system priorities.

The postholder will provide visible, values-led medical leadership within a challenged and improving organisation, operating at pace to stabilise, recover and transform services for the population of Swansea Bay.

Acting as the principal source of medical and clinical advice to the Board and Chief Executive Officer, the EMD will work as a core member of a cohesive executive team to deliver the Health Board's Organisational Strategy, recovery priorities and system responsibilities across NHS Wales, while maintaining clear professional leadership and regulatory accountability for the medical workforce.

The role includes specific responsibilities for doctors and dentists employed by the UHB who are regulated by the General Medical Council (GMC) and the General Dental Council (GDC).

Key responsibilities will be to:

- Lead the orientation of clinical practice such that clinical leadership and professional approach is aligned to UHB strategy, delivers the strategic objectives; and promotes and advocates for the organisational values
- Working with the Director of Public Health, ensure that the Health Board makes a significant contribution to health improvement and the reduction of health inequities and inequalities
- Act as the principal source of medical advice to the Board and act as a professional lead for all doctors and clinical networks within the healthcare community employed by the Health Board
- Communicate proactively with the Chief Medical Officer on risks to public health, significant clinical and public health incidents and issues that relate to medical or public health professions
- Work closely with primary care and local authorities to push forward the integrated care agenda and Community by Design – the national programme designed to strengthen delivery of care close to home and aware from acute care settings
- Lead the clinical research, development and innovation agenda and activities across the UHB ensuring there is a strategy in place that aligns with organisational priorities that drives increased access to clinical trials and learning for patients and increased opportunities for multi-disciplinary participation alongside securing the benefits for quality, safety and outcomes for patients
- Accountable to Welsh Government and WHCR and executive member of Joint Clinical Research Facility Board
- Act as executive lead for the establishment and delivery of a regional collaborative approach to research and development as one of the priorities of the Swansea Bay and Hywel Dda Regional Joint Committee
- Lead on Quality Improvement and Innovation ensuring that clinical innovation is promoted and embedded into clinical care in order to delivery high quality, anticipatory, sustainable health services
- Provide senior executive leadership for organisational recovery and improvement, including patient safety, quality, access, workforce stability and productivity, operating with pace, grip and transparency.
- Lead, in conjunction with executive colleagues, on the development of value-based healthcare and lead on developing and implementing a programme of work to address clinical variation as part of the value, sustainability and financial recovery programme
- Act as the nominated Responsible Officer for all doctors within the LHB as required by the General Medical Council.
- Be responsible for overseeing the primary care contractor relationship with the Health Board
- Jointly lead on the clinical governance agenda, in conjunction with the Nurse Director and Director of Allied Health Professionals and Health Sciences, for the overall discharge of clinical governance in the Health Board. Specific governance responsibilities to be agreed with the Chief Executive Officer to include lead role for national audits and NCEPOD
- Lead in conjunction with the Executive Director of Nursing and Patient Experience on the Quality and Safety agenda across the Health Board to ensure provision of high quality and safe services to our population

- Undertake the role of Caldicott Guardian, ensuring that systems and processes for safeguarding the quality of clinical care are in place and working effectively
- Lead, with the support of the Executive Director of Planning, Partnerships and Performance, on the development and implementation of the Clinical Services Plan to deliver sustainable services for our current and future population
- Enable and support clinical system leadership across the Health Board, ensuring appropriate development plans are in place and succession planning is undertaken
- Provide medical leadership for clinical performance and conduct, medical education, research and development, and senior doctor appraisal and validation across the health community
- Take national responsibility for agreed aspects of health strategy and policy through an Honorary Associate Medical Director, NHS Wales appointment.
- Work collaboratively with Welsh Medical directors, executive directors of Therapies and Health Science and CMO on the development of pan-Wales approaches to service quality and development
- Take the medical leadership role for UHB in regional and system work to review service sustainability and re-design where necessary aligned with organisational, regional and system strategies and plans
- Ensure systems are in place to identify the potential benefits of new technologies and their potential to transform service delivery in health and social care alongside supporting adoption and evaluation
- Lead clinical engagement with the UHB response to the climate emergency and clinical steps to decarbonise care delivery
- Create an environment in which excellence, research and development, public protection and patient safety can flourish to meet the challenges of the 21st century
- Provide appropriate clinical leadership and direction to improvement and transformation programmes – particularly the continued implementation of the Perinatal Improvement Plan and Mental Health Transformation Plan
- Lead on the development and implementation of clinical engagement arrangements at every level of the Health Board with the support of executive colleagues
- Responsible for postgraduate and undergraduate medical education, and relationship with the Deanery

KEY ACCOUNTABILITIES

Improving Population Health and Patient Services

- Work collaboratively with the Executive Director of Public Health to ensure the Unified Public Health Service (UPHS) and other agencies support the Board in leading programmes to improve population health as well as the public health agenda, including a strong and evidence-based population health management system.
- With director colleagues champion and lead the transformation of service from in-hospital care to effective prevention, early intervention and long-term community-based support
- Drive the re-design and modernisation agenda across the healthcare community to ensure that services are based on evidence and insights drawn from operational and planning intelligence and national and international benchmarking
- Lead and foster effective clinical leadership so that the Health Board provides safe, high quality, acceptable care for patients / service users in accordance with NHS standards for services in Wales, within the resources available
- Initiate and facilitate effective partnerships and alliances between the Health Board and other agencies, to influence the agendas of these bodies and to draw on their experiences and perspectives in creating local NHS and community strategies, policies and actions, to deliver long-term health improvements
- Lead an integrated healthcare system across primary, secondary and community sectors by working with the Director of Planning and Partnerships and the Director of Public Health; providing leadership and management of the integration of the various components of the Health Board, to develop a unified organisation which delivers a service that:
 - ▶ delivers improved population health and wellbeing
 - ▶ reduces inequalities
 - ▶ improves patient safety
- Motivate all clinical staff to benchmark services continuously against best practice evidence, research and audit, to ensure high-quality standards of patient care
- Foster a culture which embraces and recognises the opportunities for the utilisation of new clinical and service technologies
- Where required support the Chief Executive Officer in responding to patient concerns and meeting patients and families in seeking resolutions and improvement opportunities
- Lead clinical engagement with fulfilment of the Duty of Quality and Duty of Candour
- Lead executive for key quality priorities and responsibilities including mortality and hospital and community acquired infections
- Work closely with the Executive Director of Public Health and Executive Director of Planning, Partnerships and Performance to ensure robust major incident and response plans are in place and tested regularly and activated when needed

Performance

- With director colleagues, ensure effective clinical and managerial structures are in place to achieve safe, high-quality standards of care, which meet the financial and corporate objectives set for the Health Board; ensuring the effective, efficient and economical use of resources in achieving planned activity and delivery of all required performance targets
- TheEMD will play a full and active role in collective executive responsibility for performance, recovery trajectories and delivery against agreed improvement priorities, including effective escalation, assurance and transparency to the Board

- Take strategic responsibility for service and policy development, particularly relating to national or regional initiatives and directives from the National Institute of Clinical Excellence (NICE), Health Inspectorate Wales, the Annual Operating Framework and the Local Delivery Plan. Ensure the development of clinical information strategies, to assess health needs and to support evidence-based decision-making
- Advocate the principles of Speaking Up Safely and support the effectiveness of local systems, which will enable individual clinicians to discharge their professional obligation to report clinical colleagues if there is cause for concern, or reason to believe that their conduct, performance or health might present a threat to patients / service users as outlined in 'Duties of a Doctor' and to raise these concerns in confidence
- Responsibility for ensuring that effective clinical audit processes are in place. Support the Chief Operating Officer in the performance management of clinicians in management and leadership roles
- Provide senior clinical and executive leadership to the delivery of agreed organisational change and service transformation programmes, including Organised for Success and the Clinical Services Plan Transforming for the Future, ensuring delivery is clinically robust, system-aligned and supports recovery and improvement
- Actively lead programmes of work set as priorities by the Swansea and Hywel Dda Regional Joint Committee and the Provider Planning Partnership with the Cardiff and Vale UHB

Governance

- With director colleagues develop effective organisational arrangements and capacity that enables the Health Board to meet its strategic aims within a framework of strong, effective governance. This should be consistent with the standards of good governance set for the NHS in Wales, which are based on the Welsh Government's Citizen Centred Governance Principles
- Responsibility and accountability for all medical clinical governance issues and shared responsibility with the Nurse Director and Director of Allied Health Professionals and Health Sciences for the overall discharge of clinical governance in the Health Board
- Specific lead governance role to be agreed with the Chief Executive Officer
- Ensure a robust and clearly understood approach is taken to clinical governance, including clinical risk for the Health Board
- Visible leadership in periods of organisational challenge, ensuring clarity of accountability, timely escalation of risk, and high-quality assurance to the Board and external regulators
- Establish clear lines of accountability and ensure that all relevant clinical staff are managed, supervised and trained appropriately with regard to clinical services, managing through a strong governance framework and in accordance with the regulatory requirements

Strategic Development and Partnership Working

- Engage with and promote co-operation and collaboration with primary and community-based care, the voluntary sector and other organisations, to develop strategic partnerships and alliances to improve the health of local communities and ensure effective partnership working
- Actively support the development of effective strategic links between health service planning and delivery and the public health function
- Support the development of a culture of public involvement that is open and transparent, ensuring that users, carers and the general public's views are effectively represented and appropriately incorporated into decision making across the Health Board
- Develop effective relationships with the Llais, Professional Fora and Stakeholder Reference Groups, to ensure strategic plans are developed with full cognisance of their views

- Improving whole system clinical governance to ensure that effective clinical governance is in place across the whole patient journey, including the interface between primary and secondary care
- Monitor the quality of patient care against national and local indicators. Establish appropriate working relationships with relevant local representative organisations
- Improve Welsh Government's Citizen Centred Governance Principles and the quality of prescribing by giving expert medical support to the Pharmacy and Medicines management team and others as required
- Co-ordinate inspections by external bodies including the Royal Colleges, the Deanery and response to National Confidential Enquiries. The EMD will advise the Health Board of the outcome and implications of external inspections and will ensure that recommended actions are implemented. Ensure a proactive approach to risk management, including the systematic identification, assessment and management of risk
- Contribute to the development and continued operation of a framework of strong, effective governance, consistent with NHS values in terms of safety, openness, probity, and accountability
- Ensure the requirements of the Health and Social Care Act (Wales) 2020 are met, including the associated Duty of Quality and Duty of Candor
- Develop an organisational culture, working closely with the Chief Operating Officer and other director colleagues, that supports clinical engagement in decision making and a drive for continuous service change and improvement to deliver high quality, safe services in the new environment
- The EMD will role-model openness, candour, psychological safety and a just culture, supporting constructive challenge, learning and continuous improvement across the medical workforce
- Facilitate the development of an organisation, which encourages personal development and learning; encourages and supports innovation; team building and creative partnerships and a commitment to patient safety
- Improving the quality and scope of health outcomes achieved by primary care, by means of ensuring that the benefits of the General Medical Services contract are realised. This includes the process of verifying the Quality Outcome Framework, or any successor contract
- Advise the Board on the impact of legislation, and national policy on the Health Board's ability to deliver services e.g. European Working Time Directive, Modernising Medical Careers, the amended Consultant Contract, SAS Contract, GP Contract and the introduction of reduced working hours
- Ensure the sustainability of the medical workforce through effective workforce planning, ensuring the Health Board meets its requirements of any contracts and maximises productivity, and job plans adequately reflect the priorities of the service
- Provide advice on medical staffing issues, having regard to statutory requirements and national and local policy and guidance. This includes the implementation of national policy, directives and the use of clinical indicators, to ensure safe and appropriate standards in medical practice

Leadership of the medical profession and other professionals where appropriate.

- Establish and head up a strong team which will provide clinical leadership across the local and regional health system
- Work with Board colleagues to optimise clinical leadership, full engagement and commitment of all clinicians, to deliver improvements to patient accessibility and clinical outcomes

- Take a lead role in the resolution of any employment matters for the Health Board medical staff, working closely with the Director of Workforce and Organisational Development. This relates to conduct, capability, competence or performance and to manage the exclusion and disciplinary procedure for medical and dental staff, on behalf of the Health Board, ensuring that there are appropriate processes in place to embrace all medical and dental staff across the Health Board area.
- Ensure that appraisal and job planning for senior doctors and dentists occurs and is carried out to a high standard with clear objectives being given, which meet the needs of the doctor/dentist, the Health Board and are cognisant of validation requirements, liaising with the GP appraisal co-ordinators as and where appropriate
- Ensure effective medical workforce planning in order to provide the appropriate level and mix of skilled doctors / dentists to address the health needs of the Health Board, both now and in the future
- Act as a communication channel between the Health Board and the Welsh Government, the office of the Chief Medical Officer for Wales, the General Medical Council, and National Clinical Assessment ServiceManage regulatory and performance issues within all medical staff groups
- Take a key role in the Research and Development strategy, either directly or, by working closely with the R&D department.
- Ensure that standards of postgraduate medical education and training meet national requirements and contribute to the successful recruitment and retention of doctors in training, across all areas of healthcare
- Maintain and develop links with Higher Education Institutions, ensuring robust communication takes place with the Postgraduate Dean and Royal College Advisors on postgraduate training issues and the Medical College. Ensure that all recommendations from external visits have an action plan and that these are implemented
- Oversee processes for the delivery of undergraduate education in conjunction with undergraduate organisers
- Ensure that appropriate medical education is in place for doctors in training and for all career grade doctors within the Health Board
- Support the maintenance of an effective working relationship with HEIW

Education, Research and Development

- Champion clinical research and development, in liaison with the Swansea University College of Medicine and the Institute of Life Science. Lead the Health Board's research and development agenda to ensure that outcomes of relevant research are assessed within the Health Board. This will include fostering an evidence-based culture by working with clinical colleagues to ensure appropriate use of research evidence in order to improve practice and service delivery
- Work with Swansea Universities and other universities, and the Postgraduate Dean to facilitate teaching and training and to ensure collaboration on strategy and delivery in R&D

Ambassador for the LHB

- To contribute to NHS Wales strategy development and delivery and to actively engage in work at a national level
- As one of the cadre of senior leaders within Wales, to contribute to the wider health and organisational agenda of NHS Wales and Welsh Government
- The EMD will act as an ambassador of the Health Board and NHS Wales

People management

- Manage the staff working within the Executive Medical Director department and provide professional leadership for the Assistant Medical Directors and Care Group Medical Directors
- Professional responsibility for the Clinical Director of Pharmacy and other health care scientists where appropriate

Behavioural Framework

- Applicants should download the NHS Wales **Behavioural Competence Structure** for this role before applying

OTHER RESPONSIBILITIES

- The postholder may be required to undertake other relevant duties, including the operational lead for specific services and localities, as required by the Chief Executive Officer
- The postholder will be required to participate in the executive/Gold on call rota

PERFORMANCE APPRAISAL

- Performance will be appraised and objectives agreed on an annual basis with the Health Board's Chief Executive Officer and the Chief Medical Officer, Welsh Government

Person specification

Qualifications

- Qualified medical professional
- Unblemished registration with GMC
- Evidence of continued professional development
- Post graduate medical qualifications
- Further evidence of management training and a commitment to ongoing professional development

Experience and Knowledge

- Must be or have been a practising GP or worked at Medical Consultant level
- Clinical Governance
- Medical Management
- Significant organisational change experience / managing difficult and complex change
- A track record of achievement in:
 - Effective performance management
 - Introducing robust systems and processes
 - Facilitation of groups
- Undertaking sensitive negotiations
- Successful initiation and facilitation of strategic partnership working and alliances
- A good understanding of the health and social care management environment in Wales and of roles and responsibilities within it
- A good understanding of national targets
- A good understanding of performance management methodology
- Developing an organisational culture that promotes clinical engagement in decision making and leading continuous change and improvement in services, encouraging the use of new clinical and service technologies
- The safety and standards agenda
- An understanding of the principles of Public Health Medicine that are relevant to, and underpin the work of the LHB

Abilities and Personal Qualities

- Innovative, with strong service focused approach, exceptional communication, interpersonal, negotiating and influencing skills
- Ability to think and act strategically and to articulate a clear sense of direction and vision to a wide audience
- Ability to build effective relationships with a range of internal and external stakeholders
- Demonstrable leadership and ambassadorial skills with an ability to demonstrate a flexible leadership style
- Commitment and passion for citizen-focused service with the ability to embed such an ethos at all levels of the organisation
- High level of:
 - Negotiating skills
 - Interpersonal skills
 - Communication skills
- Ability to contribute to policy development
- Decisive leader, capable and committed to translating policy and analysis into practical actions
- Strong prioritisation skills with the ability to manage competing demands
- High degree of analytic skills
- High degree of report writing skills
- Team player with experience of managing teams
- Ability to deal with the media

How to Apply

The closing date for applications is **20 September 2026**.

Applications should include:

- A **covering letter** explaining why the appointment interests you, how you meet the appointment criteria and what you specifically would bring to the post (**ideally no more than two pages**).
- A **Curriculum Vitae (CV)** with education and professional qualifications and full employment history. Please include daytime and evening telephone contact numbers and email addresses. The CV should include names and contact details of three referees covering the last six years of employment. References will not be taken without your permission (**ideally no more than three pages**).
- You will need the following reference code: **SBUHB-EMD-0826**

All applications will be acknowledged.

For an informal conversation about the post please contact Isobel Harrop at our recruitment partners, Hunter Healthcare by email: iharrop@hunter-healthcare.com or phone: **07566 766706**

[CLICK HERE TO APPLY ONLINE ➔](#)

KEY DATES:

Application deadline	20 Sept 2026
Longlisting	23 Sept 2026
Shortlisting	13 Oct 2026
Stakeholder sessions & interviews	30 Oct 2026





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Bae Abertawe
Swansea Bay University
Health Board



Iechyd gwell
Gofal gwell
Bywyd gwell

Better health
Better care
Better lives



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