1. **Role Description**

1.1 **Role Aims and Objectives**

- To pro-actively raise the profile and awareness of the clinical priority area among general practitioners, the wider primary health care community, and patient-related organisations and groups.

- To spearhead collaborative and partnership working with both internal and external stakeholders.

- To promote best clinical practice and develop the range and quality of training, educational and information resources in the priority area.

1.2 **Key Result Areas**

- To develop and agree a three-years clinical programme of work with stakeholders and CIRC, and to deliver the programme over its 3 years’ life-cycle

- Produce a range of outputs such as learning toolkits, e-learning modules, guidance, research, audit tools, web-based facilities etc. as appropriate in order to deliver the programme’s aims and objectives

- With the support of CIRC to raise necessary funding for the implementation of elements of the programme requiring additional resources

1.3 **Engagement with external organisations**

- Act as a representative for the College on relevant clinical issues both internally and externally e.g. Department of Health, other medical royal colleges, relevant societies and associations

- Lead or contribute to College responses to national consultations on new guidelines, reviews, recommendations, National Standards Frameworks (NSFs) and other consultations.

- Speak on behalf of the College at approved external conferences, parliamentary and other relevant events.

- Represent the College on relevant committees and boards when requested and appropriate.
1.4 Engagement with College Officers and other RCGP Departments

- Publish articles in the capacity of Clinical Champion for both College and external media e.g. RCGP News, Pulse, etc.

- Lead sessions at RCGP events, such as the annual national primary care conference, clinical conferences, workshop days and stakeholder meetings etc.

- Lead or contribute to the review, updating and development of RCGP policy, position statements and strategy documents, when appropriate.

- Act as RCGP spokesperson and supply timely briefings to College Officers on issues relating to the specified clinical area, when requested and appropriate.

- Liaise with the devolved country Councils and external structures in Northern Ireland, Scotland and Wales, as well as the network of local faculties as appropriate to this UK-wide role, in collaboration with the Head of Devolved Councils and Head of Faculties respectively.

- Liaise with the RCGP Patient Partnership Group (PPG) and representatives from other identified patient groups to ensure that the patient perspective is at the forefront of activities and outputs resulting from this role.

- Engage with College members and develop the resources (both human and financial) available to the College to fulfill and expand this role (i.e. helping to expand the expert resource in the specified clinical area and liaise with CIRC to bring in funding).

1.5 Engagement with the Clinical Innovation and Research Centre (CIRC)

- Abide by protocols on conduct and working relations (CIRC specific) and maintain professional working relationships with all officers and staff.

- Support CIRC to provide an information service to the College and its members in the specified clinical priority area.

- Actively participate in an annual review meeting between CIRC and representatives from relevant medical royal colleges, specialist societies, stakeholder organisations, policy-makers and opinion-formers in the specified clinical priority area to ensure the programme of work continues to reflect, and is set in, the appropriate context.

- Agree with CIRC the over-arching themes, activities and projects for the three-year programme of work, and to review them on an annual basis.

- Report on relevant activities and outputs via a regular (monthly) conference call or face-to-face meeting.

- Produce an annual report of agreed activities and projects (written).

- Produce a written report at the end of the three-year programme of work.

- Lead a stakeholder group for the priority area, which may meet up to four times a year

- Attend a regular (quarterly) meeting of Clinical Champions to identify and develop projects that would benefit from cross-priority partnership working.
• Work with CIRC to develop the RCGP web resources for the specified clinical priority area, signposting to appropriate internal and external resources where appropriate.

• Abide by the terms of CIRC guidelines for the production of documents and other relevant output.

2. **Person Specification**

A clinical champion for the Royal College of General Practitioners should possess the following personal attributes:

2.1 **Essential attributes**

- Member or fellow of Royal College of General Practitioners in good standing.
- Minimum of four (4) years in clinical general practice.
- Demonstrate an awareness of national issues on the priority area.
- Evidence of excellent partnership working skills and ability to build relationships between individuals, teams and organizations.
- Understanding and ability to apply principles of evidence based health care and clinical effectiveness to practice.
- Track record of innovation in the priority area.
- Evidence of leadership qualities.
- Excellent verbal and written communication skills.
- Appropriate level of IT literacy.
- Successful track record of fundraising for projects.

2.2 **Desirable attributes**

- An understanding of approaches to change management within and across organizations.
- An understanding of programme management and project management approaches.
- Experience in working one-to-one as well as with both small and large groups, using a variety of methods to convey key messages.
- Ability and willingness to travel around the United Kingdom as required.

Clinical Innovation and Research Centre  
Royal College of General Practitioners  
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