



# DIRECTOR OF **PRIMARY CARE EDUCATION**

THE HULL YORK **MEDICAL SCHOOL**

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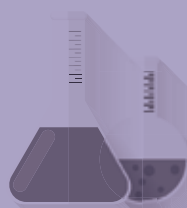
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# WELCOME

## A MESSAGE FROM THE DEAN

Thank you for showing interest in the post of Director of Primary Care Education in the Hull York Medical School.



**HYMS IS A YOUNG, EXCITING AND VIBRANT MEDICAL SCHOOL BASED IN TWO WELL-ESTABLISHED UNIVERSITIES IN THE ATTRACTIVE AND HISTORIC CITIES OF HULL AND YORK, SURROUNDED BY SOME OF ENGLAND'S MOST BEAUTIFUL COUNTRYSIDE. SINCE OPENING IN 2003 WE HAVE AIMED TO PROVIDE A NATIONALLY LEADING AND INTERNATIONALLY KNOWN MEDICAL EDUCATION PROGRAMME THAT PRODUCES VERY HIGH QUALITY DOCTORS WHO ARE ALSO EQUIPPED TO BE PROFESSIONAL AND ACADEMIC LEADERS AND MANAGERS.**

We regularly reflect on our curriculum content and delivery as we want to make it possible for our students to have an outstanding learning experience relevant to a modern health service and we want to maintain our strong performance in the national student survey.

By employing a problem-based learning approach we support our students to integrate their learning, becoming independent learners who are evidence-based, safe, flexible and highly competent to work in teams. We also want to support our students to become innovators who will create, adopt and spread change to enhance health services and improve the health of the population.

HYMS has a strong base in biomedical, clinical, applied health and medical education research areas across both universities.

Through engaging and promoting students' interest and involvement in research we also seek to inspire the next generation of clinical academics.

In addition to training doctors for the nation, HYMS was established in order to make a difference to health services in our region, where there are large areas of significant disadvantage and a shortage of doctors. We have a strong focus on teaching our students in primary and community care placements and our students graduate with a mature understanding of the role general practice plays in health care. Our students are amongst the most likely in the UK to choose to specialise in general practice after their second foundation year. The Director of Primary Education will show genuine leadership with our partners in general practice, clarifying expectations, stimulating innovation and ensuring that educational experiences offered by them truly meet the requirements of the curriculum and offer students a rich insight into the vital role that general practice plays in medicine.

We take seriously our mission to promote access to the HYMS MBBS among people from disadvantaged backgrounds who have high academic ability and other relevant attributes. We value diversity and we are committed to recruiting and supporting staff and students from all sectors of society. We achieved a bronze Athena SWAN award and shortly we will be submitting for a Silver Award.

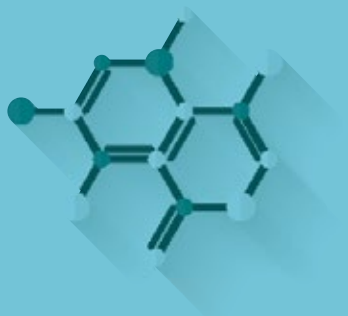
If you are interested in this exciting opportunity to join us and contribute to the next phase of our development as a medical school please do apply. If you wish to discuss this role informally please contact Mary Comer on **+44 7408 850 797** or email **maryc@wittkiewerccentric.com** Further details on how to apply can be found on page 14 of this document.



**PROFESSOR TREVOR SHELTON DSc FMedSci**  
**DEAN OF HYMS**

# EXECUTIVE SUMMARY

The Hull York Medical School invites applications for a Director of Primary Care Education. The successful applicant will have a strong established profile in medical education and will aspire to continue to develop as a leader in this field with the School's support.



THE SUCCESSFUL APPLICANT WILL BE A LEADER IN THIS FIELD WITH A NATIONAL OR INTERNATIONAL REPUTATION, OR ASPIRE TO BE SO WITH THE ABILITY AND AMBITION TO BUILD THEIR REPUTATION WITH THE SCHOOL'S SUPPORT. THE POST HOLDER WILL LEAD THE FURTHER DEVELOPMENT, DELIVERY, SUPPORT AND QUALITY ENHANCEMENT OF EDUCATION IN PRIMARY CARE FOR THE MEDICAL SCHOOL AND WILL PROVIDE LEADERSHIP AND MANAGEMENT FOR THE ACADEMIC STAFF DIRECTLY INVOLVED IN DELIVERY OF COMMUNITY BASED MEDICAL EDUCATION ON THE HYMS MB BS PROGRAMME.

In addition, they will collaborate in development of opportunities for postgraduate medical education in primary care. The successful applicant will be expected to contribute to scholarship related to primary care / community based medical education.

HYMS aspires to continue to develop its profile as a leader in the field of primary and community based education. HYMS was founded in 2003 using an integrated clinical model from the outset, partly with the aim of developing clinicians equipped and motivated to contribute to delivering high quality primary care across the region.

HYMS delivers a higher proportion of its undergraduate curriculum in primary and community care than any other UK medical schools (HYMS 33%: national average 13%). This is a huge investment by the School which must be fully exploited, to ensure excellence in this area of our teaching. The Director of Primary Care Education will be pivotal in ensuring quality, promoting innovation and building medical educational expertise in community based medical education. High quality teaching in community settings equips our graduates with a broader understanding of the presentations, effects and causes of disease, and the facilitators and barriers to promoting health.

The post holder will develop this key feature of the HYMS curriculum to enhance our national and international reputation in this field. The post holder will provide leadership to ensure HYMS is able to realise these ambitions, working in close partnership with the Dean, MB BS Programme Director and programme delivery team and NHS / community colleagues.





# THE HULL YORK MEDICAL SCHOOL



Hull York Medical School (HYMS) is a collaboration between the Universities of Hull and York and the NHS.



HYMS operates from both University campuses and within teaching hospitals and medical practices throughout the Yorkshire and Humber region. Having recently celebrated its 10th anniversary, HYMS is a young medical school which is developing a growing reputation for its teaching and research. The area covered by the HYMS NHS partnership comprises Hull and the East Riding of Yorkshire, York and North Yorkshire, and Northern Lincolnshire, which together have a population of around 1.8 million. 17 NHS organisations make up the HYMS NHS partnership, within which there are over 600 consultants and 900 general practitioners.

HYMS's innovative MB BS curriculum includes an enquiry-based approach to learning, early clinical experience, balanced teaching across all health sectors and a wide range of special interest learning opportunities. Our graduates are recognised as being very capable Foundation Doctors, many of whom stay locally and contribute to health care services in the region. For the last two years, HYMS has been in the top 10 for overall student satisfaction in the National Student Survey (2014 and 2015). HYMS also delivers a growing portfolio of postgraduate taught programmes and is developing a training programme for Physician Associates. In the national Research Excellence Framework (REF 2014), over 85% of research across HYMS was assessed as world leading or internationally excellent.

From 2017 medical students in Hull will be taught in the new five-storey Allam Medical Building. This is part of a major new £26-million investment on the Hull University campus made possible by a generous donation of £8m from the East Yorkshire Businessman Dr Assem Allam. Shared with the Faculty of Health and Social care it will house: lecture theatres, rooms for problem based learning, collaborative spaces, an Institute for Clinical and Applied Health Research, a mock hospital ward operating theatre and intensive care facilities, student facing support services and administrative staff and other facilities.

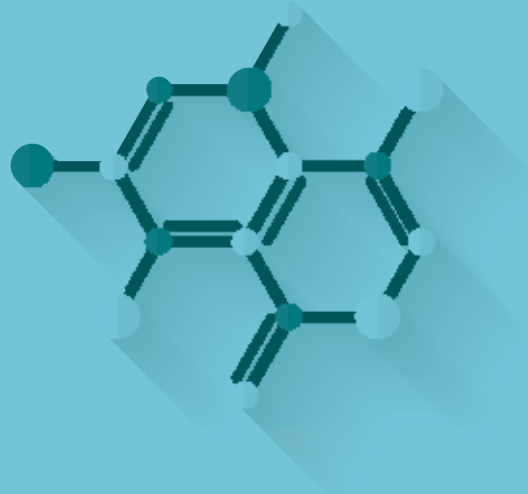
The undergraduate MB BS programme has several distinctive features, designed to make learning relevant and supportive:

- A balance of teaching delivery across all sections of the health service. A third of all clinical learning is in primary care, fully integrated with learning across a range of hospital sites
- Regular integrated clinical placements from the beginning of the course, delivered in a range of clinical settings and supported by early clinical and communication skills teaching at the university
- Clinician-led problem based learning delivered by educationally qualified practising clinicians and supported by lectures, workshops, virtual learning, and student selected Scholarship and Special Interest Programmes (SSIPs)
- Teaching in small groups, led by clinicians, throughout the course
- Structured, effective student support from peers, educational facilitators and clinical learning tutors.



For the last two years, Hull York Medical School has been in the top 10 for overall student satisfaction in the National Student Survey.

HYMS Dean, Professor Trevor Sheldon, said: 'Hull York Medical School has received such high student satisfaction ratings in the National Student Survey due to the expertise, hard work and commitment of colleagues in the two Universities and the NHS sites throughout the region. The School is a partnership between the NHS and the Universities of Hull and York working closely together to train the doctors of the future.'



## UNDERGRADUATE TEACHING IN COMMUNITY SETTINGS AT HYMS

In Year 1 students spend half a day per week on clinical placements increasing to one day per week in Year 2. Half of this placement time is delivered in primary care settings with students remaining attached to the same primary care team for the full academic year. In Phase II (Years 3 and 4) students currently spend one day per week in primary care with an eight week placement in primary care in Year 5 (Phase III). Additional teaching in primary and community care settings occurs in mental health blocks, during some speciality teaching and in student selected components of the curriculum.

At postgraduate level, HYMS has a variety of provision at Doctorate and Masters level. This includes a PG Certificate, Diploma and Masters in Health Professionals Education, a Masters in Public Health (with the University of York Department of Health Sciences) and Masters by Research and PhD opportunities. The School is also developing a training programme for Physician Associates. HYMS also supports the regional provision of Continued Professional Development in conjunction with local clinical commissioning groups and supported by external organisations.

## ACADEMY OF PRIMARY CARE

We have established an Academy of Primary Care as a focus for educational research and development activities in primary care in the region. This is a nascent organisation and the post holder will be responsible for leading and nurturing this exciting development. One of the principal drivers in setting up this Academy was to enable the Medical School to fulfil its responsibilities to the NHS in the region by supporting the development of a sustainable workforce.

The Academy seeks to act as a catalyst and driving force amongst its partners to:

- Promote the development of excellence in the delivery of education in primary and community care settings
- Develop a collaborative and multi professional approach to address the workforce crisis affecting primary care in our region
- Stimulate and deliver evaluation and research of benefit to the local communities served, particularly related to service development and educational delivery

There is significant support from our NHS partners for this Academy.

## ACADEMIC GENERAL PRACTICE IN HYMS

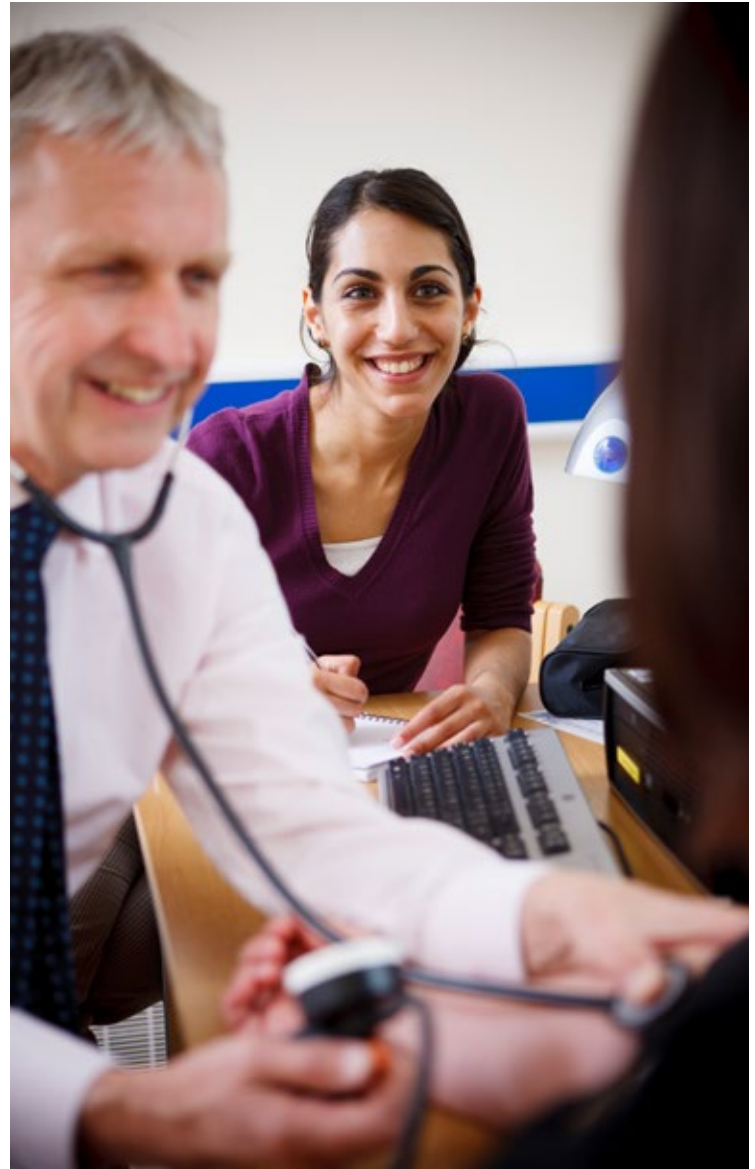
Academic General Practice at HYMS is led by Professor Ian Watt, Professor of Primary and Community Care, based in the Department of Health Sciences at the University of York, and Professor Una Macleod, Professor of Primary Care Medicine, based in the Supportive care, Early Diagnosis and Advanced disease (SEDA) research group at the University of Hull. Ian Watt's research interests relate to patient safety, evidence-based health care, and communication in health care. Una Macleod's research areas are cancer and primary care and health inequalities. There is a four year General Practice Academic Clinical Fellow Programme; GP academic trainees undertake projects in one of the research areas of interest, or in related areas led by our colleagues on either campus. Additional areas include palliative care, public health, mental health, use of primary care data and clinical trials.

## HEALTH EDUCATION ENGLAND IN YORKSHIRE & THE HUMBER

Health Education England is responsible for the education, training and personal development of all current and future healthcare staff via 13 Local Education and Training Boards (LETBs). The mission of Health Education England in Yorkshire & the Humber – our local LETB – is to work with all key partners to achieve a healthcare workforce with the right skills, behaviours and training, available in the right numbers to support delivery of excellent healthcare and health improvement. A key priority for the Board is Primary and Community care development.

Further details about the Medical School can be found at <http://www.hyms.ac.uk/>







# THE POSITION

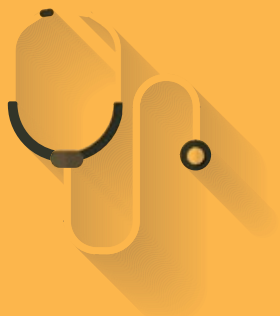


The post holder will lead the further development, delivery, support and quality enhancement of education in primary care for the Medical School and will provide leadership and management for the academic staff directly involved in delivery of community based medical education on the HYMS MB BS programme.

The post requires full GMC registration and membership on the GP specialty register, with five or more years' experience as a general practitioner, and wide experience of planning, delivery and leadership of education in a primary care context. An appropriate postgraduate qualification in education is required.

This is a 0.8 fte position; in addition the post holder will be expected to undertake clinical practice in a primary care setting within the HYMS teaching area and be registered on a local provider list thereby making a full time position. There are many opportunities in general practice in the region in rural and urban settings and we will assist the successful applicant to find a suitable practice.

We anticipate making an appointment at Senior Lecturer or Reader level, but will make a Professorial appointment for an outstanding candidate. Appointment can be made on a Teaching & Research contract if appropriate. The post will be paid on the senior clinical academic scale and the post holder will have an honorary appointment with NHS England. Your substantive contract of employment will be with the University of Hull or the University of York.



## SPECIFIC DUTIES AND RESPONSIBILITIES OF THE POSITION

### TEACHING MB BS AND INTERCALATION

The post holder will be responsible for further developing HYMS' primary care and community placements, and ensuring improved evaluation of the outcomes of community based medical education.

#### The post holder will:

- Deliver high-quality teaching in general practice settings
- Establish clear educational objectives for primary care education in the undergraduate curriculum informed by research in this area.
- Ensure that primary care education is appropriately represented in the development and delivery of assessment within the School
- Ensure that the primary and community teaching faculty fully supports HYMS in meeting its educational objectives, including providing teaching capacity and support for assessment
- Work with secondary care and University colleagues to ensure our primary and community care based medical education, (learning outcomes, teaching methods and assessments), is fully integrated with other teaching
- Develop and maintain a clearly articulated spiral curriculum for HYMS primary and community care teaching, to include support for public health teaching
- Collaborate with colleagues in developing appropriate opportunities for increased community based placements outside of NHS sites or GP Practices
- Promote the development and ensure provision of high quality student opportunities to experience further learning in community and primary care through Scholarship and Special Interest Programme projects
- Develop opportunities for inter-professional learning where appropriate to learners
- Ensure the provision of high quality opportunities for student elective and research opportunities in primary care and public health for both HYMS & external students (including international)
- Develop opportunities for intercalation in primary care or areas supporting primary care careers, including at Masters level and within existing provision
- Champion General Practice as a career choice ensuring provision of informed, timely and effective guidance and support for students regarding careers in community or general practice settings, including academic clinical careers.

### LEADERSHIP

#### The post holder will:

- Ensure that the quality and range of HYMS educational programmes and placements for students supports the development of the highest quality of primary and community based health care provision
- Lead relevant colleagues in delivery of excellent, innovative and cost effective programmes of primary care teaching and learning at undergraduate and postgraduate level relevant to its current and future primary care workforce
- Support the recruitment, retention and quality enhancement of teaching practices, placements in primary care and the recruitment, retention and appropriate professional development of clinical tutors from primary care
- Direct the development of appropriate approaches to educational development of clinical tutors in primary care
- Ensure the full representation of primary care tutors in the recruitment of examiners, other assessors, personal mentors and within the wider HYMS faculty
- Provide high quality reports to the MB BS programme board, Board of Studies and university bodies where required
- Liaise with the Health & Society Team in the MB BS to ensure public health provision is included and integrated within these programmes and placements, and mental health and other community services as appropriate
- Lead the development of the Academy of Primary Care
- Disseminate HYMS' strengths in primary and community based education through presentations and publications at regional, national and international conferences
- Represent HYMS at the national UK / Ireland Head of Teachers in Primary Care group (and associated groups) and in matters of primary and community care based medical education at regional and local levels.

## SPECIFIC DUTIES AND RESPONSIBILITIES OF THE POSITION (CONT.)

### QUALITY ENHANCEMENT

#### The post holder will:

- Develop a clear and effective system of quality assurance and enhancement for primary and community care placements and practices with the Directors of Clinical Studies (Primary Care)
- Establish and maintain a programme of excellence in education for teachers and educational supervisors in community placements
- Ensure that community focused Directors of Clinical Studies (DoCS) benefit from continued professional development and are fully informed in respect of local and national educational developments and policy.

### POSTGRADUATE & CPD

#### The post holder will:

- Contribute as appropriate to the development and teaching of relevant postgraduate programmes
- Contribute to the development and delivery of continued professional development programmes for primary care clinicians in the region.

### ACADEMIC DEVELOPMENT: RESEARCH, TEACHING & SCHOLARSHIP

#### The post holder will:

- Encourage scholarship and research relating to community based medical education amongst HYMS & Honorary NHS academic, clinical and administrative staff, including publication and presentation of educational work
- Lead the school's approach to evaluation of community based medical education at HYMS
- Working in partnership with other UK Heads of Primary Care Teaching, help build the national knowledge base and educational excellence of UK Medical Schools
- Help advise and support the development of high quality research linked to primary care and community based education.

### CLINICAL WORK

#### The post holder will:

- Establish a clinical commitment in primary care / general practice in our region (0.2 FTE) preferably in a HYMS teaching practice
- Maintain membership of medical defence organisations
- Maintain a commitment to professional development relating to their clinical duties
- Ensure compliance with annual appraisal and GMC/NHS revalidation. Participation in the NHS / University Joint Appraisal Scheme is a condition of employment for all medical academic staff. In accordance with the Follett Report recommendations participation in a joint appraisal arrangement will be agreed locally.





# THE PERSON



## EDUCATION AND TRAINING

The applicant must possess:

- Full GMC registration and membership of the GP speciality register
- PhD / MD / Higher degree in relevant discipline
- A minimum requirement to be at Fellow level as represented within the UK Professional Standards Framework with the expectation of being at Senior Fellow level within two years from commencement of the post.

## WORK EXPERIENCE

It is essential that the applicant can provide evidence of:

- Five or more years' experience as a general practitioner
- A substantial reputation nationally and international recognition for professional practice, scholarship and pedagogic development in community and primary care based medical education, or demonstrate the ability and ambition to build this in the future (as evidenced by output, level of innovation and impact on the education and development of the discipline and profession)
- Wide experience of planning, delivery and leadership of education in a primary care context
- Excellence in teaching from peer review, from student assessment / feedback, from examination results, from external examiner reports and from teaching awards.



## SKILLS AND KNOWLEDGE

**The applicant must be able to demonstrate active contribution and influence in the following areas:**

- Academic leadership and a proven ability to lead, develop and motivate colleagues, working as part of a team to achieve departmental, faculty or University goals
- Making a leading contribution to the formulation, monitoring, administration and review of departmental, faculty and University teaching and learning and research related strategies eg responsibility for the development of a research strategy, development of a series of course modules and / or course programme; involvement in driving forward international teaching and learning strategies; designing and managing peer observation within the faculty
- Active involvement at University level in strategy development in relation to teaching and learning and involvement in / chairing of working parties as requested eg Internal Quality Review Panels and participating in external quality audit teams
- Extensive experience and demonstrated success in leading a team in effective delivery.

**It would be advantageous if the applicant can evidence active contribution and influence in the following areas:**

- Leadership of widening participation initiatives in the faculty and on behalf of the University
- Leading on equality action initiatives related to teaching and learning in the department / faculty.

## PERSONAL ATTRIBUTES AND VALUES

**It is essential that the applicant can provide evidence of:**

- Working in an open and transparent way, providing information and communicating effectively with colleagues
- Collaborative working, particularly on interdisciplinary activities
- Continuous Professional Development
- Personal effectiveness, the ability to influence, inspire and motivate others in effecting change and to work in a challenging and complex environment
- Willingness to undertake clinical practice in a primary care setting within the HYMS teaching area and be registered on a local provider list.

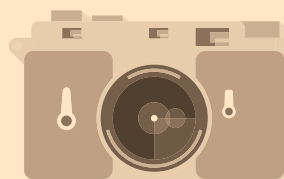
**It is desirable that the applicant can provide evidence of:**

- A positive contribution to University activities and initiatives including open days, graduation ceremonies etc. and willingness to undertake administrative activities.

# THE LOCATION



The area covered by the HYMS NHS partnership comprises Hull and the East Riding of Yorkshire, York and North Yorkshire, and North Lincolnshire.



A thriving and dynamic waterfront city with a proud maritime heritage, Hull has a wide variety of museums and galleries, live music venues, an impressive harbour aquarium, good cycle paths, lots of green space and a number of award-winning restaurants. Originally built on whaling, fishing and shipping, modern Hull's economy is sustained by its busy cargo and ferry port, the University and a variety of industries, including healthcare, digital enterprises and the arts. The new Siemens' wind turbine factory at Green Port Hull is a major boost to the local economy.

In 2017 Hull will be the UK City of Culture and host to a year-long programme of world-class arts and culture. A spectacular programme will deliver artistic excellence and events on a scale never seen before in the city. It will bring visitors from the whole of the UK and beyond, and take Hull to the world. The year 2017 has an added significance for the University, as the year when the institution will celebrate 90 years since its founding as 'University College Hull'. The East Riding of Yorkshire and Hull offer a diverse and impressive range of housing choices, all offering good value for money. City living has burgeoned, with apartments in historic old buildings and sparkling new riverside complexes attracting people back to the heart of the city. Georgian townhouses stand proudly in the heart of the old town. Just a stone's throw from the city centre, leafy avenues offer more traditional housing in large Victorian properties, while waterfront city-villages offer excellent modern family housing from 1-5 bedrooms, just a short walk from the city centre.

The area provides a broad range of educational opportunities close to the University, including a number of Further and Higher Education Colleges. A number of schools and academies in Hull and the East Riding have been rated Outstanding by Ofsted, and the area also offers a good choice of independent schools with boarding and day school options.

Hull's position at the gateway to Europe makes it an important centre for national and international travel. The city has excellent transport connections, and a unique combination of air, sea, road and rail links. Internationally acclaimed for its rich heritage and historic architecture, York has a vibrant cosmopolitan atmosphere, while still maintaining the friendly sense of community unique to a small city.

York's history can be traced back nearly 2000 years, from its foundation by the Romans in 71 AD, through Viking invasions, Georgian splendour and the Victorian railway revolution, to its present day role as one of the UK's most popular places to live or visit. With its soaring Gothic Minster, winding medieval and Georgian streets, a diverse range of shops, galleries, clubs, cafés, museums, music groups and sports clubs, York offers something for everyone.

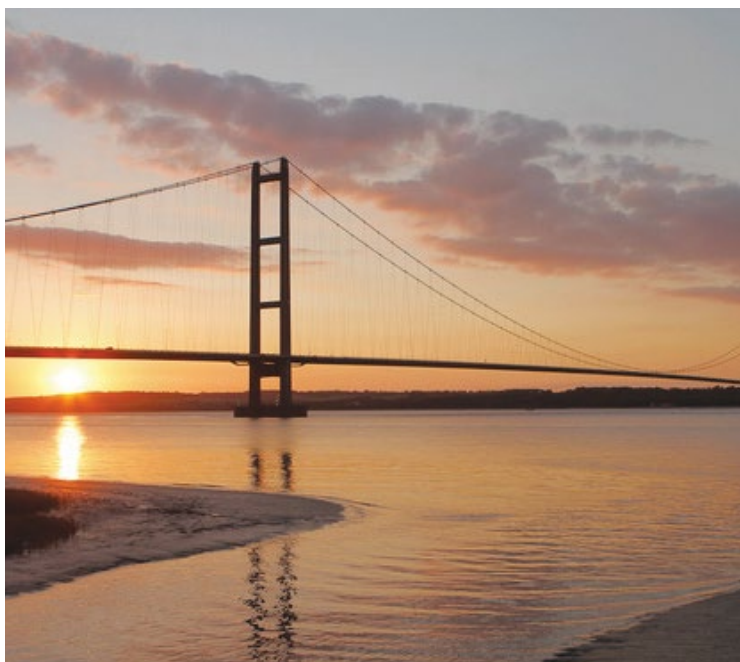
A wide range of housing can be found within comfortable distance of York and the University, either close to the city or in one of the surrounding villages. The area has a range of excellent schools in both the state and independent sectors.

York is one of Britain's best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King's Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and the closest airport is Manchester Airport.

Beyond the city of York lies some of Britain's most impressive and attractive countryside, with a great many places of natural beauty and historic interest. The Pennines, Dales, Wolds and the North York Moors, the seaside towns of Whitby, Scarborough and Robin Hood's Bay, and the cities of Leeds and Bradford are all close by, along with various historic abbeys and stately homes, theme parks and outdoor pursuits centres.

The East Riding of Yorkshire is also steeped in heritage and known for its beautiful and unspoilt countryside, open plains and rugged hills. It offers dramatic coastlines, award-winning sandy beaches, picturesque villages and historic market towns. The coastal resorts of Flamborough Head, Bridlington, Hornsea and Withernsea are popular family destinations – as are the market towns of Beverley, Howden, Driffield, Pocklington and Market Weighton, which offer a more relaxed pace of life.

The unrivalled quality of life in Yorkshire and the Humber is founded on this combination of cosmopolitan urban areas surrounded by beautiful countryside. With no less than three national parks on the doorstep of a thriving commercial landscape, this is a region where work and life really can be kept in balance. As Britain's biggest county, Yorkshire has more historic houses, castles and national parkland than anywhere else, along with the best shopping in the North.





# HOW TO APPLY

## THE RECRUITMENT AND SELECTION PROCESS

Please submit your application to Witt/Kieffer Ccentric in Microsoft Word format; including the following information:

### FULL CURRICULUM VITAE

Candidates are asked to set out in the curriculum vitae the nature of their most recent and significant career appointments.

The document should include:

- full name
- postal address
- confidential landline and mobile telephone numbers
- confidential email address
- degrees and qualifications and dates awarded
- positions held, including details of present
- details of leadership, management, academic and/or professional experience
- contributions to professional associations, societies and community activities.

## REMUNERATION

Please provide an indication of your current remuneration package.

## REFEREES

Please provide the names, contact details, relationship and present positions of three referees. Referees will not be contacted without the prior knowledge and approval of the applicant.

## DATE OF COMMENCEMENT

Please indicate when you will be available to commence at HYMS.

**HYMS HAS ENGAGED WITT/KIEFFER CCENTRIC TO ASSIST IN THE SEARCH PROCESS FOR THEIR DIRECTOR OF PRIMARY CARE EDUCATION.**

**For a confidential discussion about the role and the expectations, please contact:**

 **MARY COMER**  
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