

# Head of NHS Sales and Market Access

Hours: 40 hours per week Reports to: UK Managing Director Location: Central London  
Start Date: ASAP Closing Date: 28/8/20

## About Oviva

We believe good health starts with nutrition and lifestyle, not medication. Our mission is to help 50 million people lead healthier and happier lives by 2025 by providing the best digitally-enabled behaviour change treatments, and we have recently closed a just over £16m Series B investment round from Europe's leading digital health investors including Earlybird and MTIP to scale further and faster.

Oviva was founded in 2014 and is Europe's largest provider of digitally-enabled behaviour change treatments to people with health conditions related to diet such as type 2 diabetes, prediabetes and complex obesity. We offer our patients the most accessible, personalised and high quality care possible, and we embrace technology to overcome the demand challenges facing the NHS and health systems worldwide.

We do this by:

- Creating unique digitally-enabled treatment programmes for patients, delivered by dietitians supported by a multi-disciplinary team of psychologists, psychological wellbeing practitioners, specialist nurses, registered nutritionists, health coaches and activity experts.
- Offering patients access to expert advice in a time and place of their choosing, via our NHS Digital approved Oviva smartphone app, online Learn portal (with tailored video, audio and text content) or over the phone.

Our services are delivered in partnership with the NHS, supporting access, quality and efficiency improvements. We work with over half of the NHS Sustainability and Transformation Partnerships (STPs) in England, are the largest digital provider in the NHS England Diabetes Prevention Programme, and were selected for the NHS England Innovation Accelerator. Beyond the UK we also operate in Switzerland, Germany, and France.

We can only deliver all of this with the help of our incredible team. Having a culture that people want to work in is very important to us and we're proud to say 96% of our team would recommend working for Oviva. We do this by keeping our values at the forefront of everything we do, from patient care to internal culture:

- We put the patient first
- We measure & improve
- We tackle it together

## The Role

To support the successful scaling of our UK business, we are looking for a Head of NHS Sales and Market Access. You will be working directly with our Managing Director, Sales & Marketing, Finance, and Clinical teams to scale our NHS digital behaviour change services through winning and renewing NHS contracts at STP/ICS/CCG levels.

You will have the incredible opportunity to drive the rapid growth of a digital health company at the forefront of care transformation that has already secured a significant number of NHS contracts. You will own all aspects of our commercial strategy from pricing, customer engagement, tender responses and contract structuring.

You will be adept at working within fast growing organisations, have a strong track record of successful NHS sales ideally at an NHS or private services provider, have the skills and capabilities to lead & develop a Sales team, and the experience to work closely with marketing to ensure market access success.

You will report into the UK Managing Director and with success can develop into a Commercial Director role.

This is a big and exciting role, and something that will continue to be shaped by the person taking it on as we scale our organisation. You will need to be ready to deal with considerable uncertainty and roll your sleeves up to fix challenges as they arise, whilst at the same time building out & coaching your team to scale yourself.

## Main Responsibilities

- Sales and market access leadership for Oviva in the UK, including successful growth and renewal of our NHS services contracts
- Setting Oviva's UK commercial strategy and budget in partnership with the Managing Director, wider Sales & Marketing, Finance, Operational and Clinical teams
- Continuously refining our commercial model as we scale, supporting at least 2-3x annual growth
- Building close relationships with key health system stakeholders across NHS England, STPs/ICSs/CCGs/PCNs and other influencer organisations within the NHS, ensuring all activities are robustly tracked and managed within our CRM system
- Leading on writing our tender responses
- Line Management of our sales team

### Key Competencies

- Leadership – comfortable and able to act as a team lead
- Collaborative – can do attitude, work effectively in teams,
- Empathetic – peer to peer support, resilient,
- Innovative – self-starter, solution & action orientated, creative
- Knowledgeable – proactively upskilling, adaptable,
- Commitment to Oviva Mission & Strategy

### The Ideal Candidate

- 5+ years sales and 2+ years of sales leadership experience within the NHS
- Strong demonstrable experience of writing & winning tenders
- Clear understanding and track record of growing (digitally-enabled) services businesses, including using Salesforce as a CRM tool
- Ready to commit to a transformative & pivotal role in their career, including UK-wide travel to customers (if this restarts post COVID!)
- Experience in a fast paced, innovative scaleup environment in a leadership role
- Driven, energetic and willing to learn fast
- Excellent communicator and influencer
- Minimum 2.1 university undergraduate degree obtained

### Our Offer

- The opportunity to make a meaningful impact in revolutionising healthcare in the UK
- Exciting and rewarding role in high-growth scaleup environment
- Training opportunities and regular salary reviews
- Great and friendly London office on the Southbank, with the option of flexible working
- Competitive salary plus performance based pay and 5% employer contribution pension
- 25 days holiday (plus bank holidays) with the option of an additional 5 days unpaid leave
- Regular team socials as well as free breakfast & snacks daily in the office

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**To apply, please send your CV & cover letter to Mark Jenkins, Managing Director via [mark.jenkins@oviva.com](mailto:mark.jenkins@oviva.com) telling us why you'd love to join Oviva and why you are perfect for the role.** Applications without a cover letter will not be considered.