



(Smile:Together)

Role Prospectus for our  
**Clinical Director of Workforce Development**

# Welcome

## Thank you for your interest in our exciting new opportunity for a Clinical Director of Workforce Development.

Smile Together Dental CIC is a successful employee-owned Cornish social enterprise where we often do things differently. This new salaried senior leadership role is no exception – an exciting opportunity to join us as a Board Director, providing four to five days per week clinical leadership (practicing with us for the other day if you so wish) and helping to steer our people and our business during the next phase of our ambitious growth and development.

This is a challenging but hugely rewarding opportunity requiring excellence, experience, dedication and flexibility alongside an inherent commitment to care for our patients and our people. Read what it's like to lead and practice in a dynamic dental company like Smile Together on page 8.

We hope this Prospectus inspires you to find out more about joining us and keeping our people, our patients and our communities smiling!

We look forward to hearing from you and, even better, receiving your application by our deadline of 5pm on Friday 29th April 2022.

Good luck!



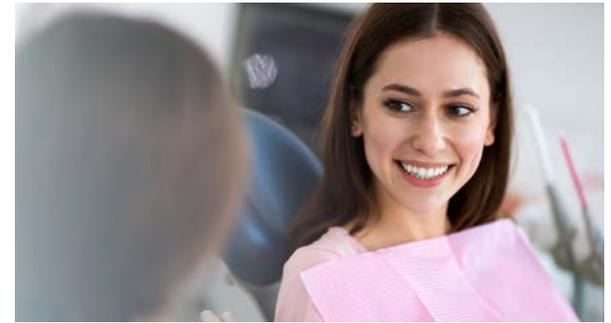
**John Burchill**  
Chair of the Board



**Jonathan Bouwer-Davies**  
Dental Director



**Paul Critchley**  
Managing Director



Current workforce of around 130 people with 100% employee ownership



85 schools and nurseries regularly visited by our Brighter Smiles team



40,000 patients treated each year



Provide 3 x as much verifiable CPD as clinicians require



Over 5,000 children regularly engaging in oral health activities



>3,000 private patients registered for routine private care

>£6m

invested into patient facilities and our local communities



Recognition in 23 prestigious national awards since 2016, winning 14



# Company Profile

**Our mission and vision at Smile Together is to tackle oral health inequality for healthier happier communities.**

Covering Cornwall and the Isles of Scilly, we're one of the South West's largest NHS referral and emergency dental care providers. We're proudly commissioned by NHS England to provide urgent and emergency dental treatments for people who don't have their own dentist, run out-of-hours surgeries and apply expert skills to treat children and adults with a range of special care needs alongside oral surgery, children's orthodontics and treatments under general anaesthetic in a hospital setting. We also deliver NHS care and competitively priced private dentistry from practices based in the heart of their communities, see children for free and run dedicated clinics for children in care and those experiencing homelessness.

We're an award-winning and innovative mission-led organisation. We function as an employee-owned community interest company and social enterprise with clear rules about reinvesting our profits back into patient facilities, our community and the environment – **over £6 million to date!**

Each year our Brighter Smiles campaign brings practical tooth-brushing clubs, fluoride varnishing and oral health education to around 5,000 children in areas of high decay across Cornish communities, while our award-winning Smiles At Sea campaign sees our team visiting harboursides across Cornwall and Devon to provide dental treatments and oral health advice to fisherfolk who rarely get the chance to visit a dentist due to the demands of their work. Our teams frequently reach further into their local communities, partnering with local charities and doing what they can to improve oral health outcomes.

Our investment into accessible patient facilities is transforming dentistry provision in the county for patients who need us most, with facilities not previously available locally. This includes a brand-new, purpose-designed dental centre in Bodmin which was chosen by NHS England as the county's first Urgent Dental Care Hub in 2020, one of four that we continue to operate alongside coordinating countywide Hub referrals.

We're a committed and friendly values-based team that puts our people, our patients, our community and increasingly our planet first.

[www.smiletogether.co.uk](http://www.smiletogether.co.uk)

# Dental Provision

**Cornwall and the Isles of Scilly is undoubtedly one of the most beautiful parts of the country, with a largely rural population of just over 560,000 people (less than 2,500 living on the island communities of Bryher, St Agnes, St Martin's, St Mary's and Tresco, surrounded by a further 140 smaller uninhabited islands).**

With stunning coastal and moorland backdrops, an array of pretty villages and towns plus the city of Truro with its spectacular cathedral, Cornwall provides an unrivalled choice for one of the best possible work-life balances available.

However, about half of the population of Cornwall are unable to access a General Dental Practitioner of which there are about 200, and the county also has areas of significant deprivation, hence our strong focus upon doing whatever we can to make a difference to the oral health of local communities.

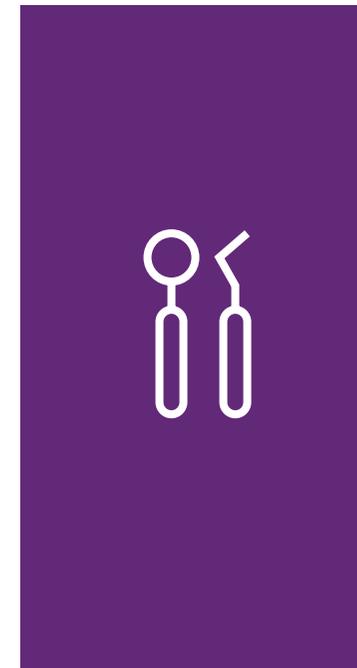
We operate a number of commercially driven, forward-looking practices across the county with modern, fully-equipped surgeries with digital x-ray systems, dedicated nursing support and high-level professional services and management support. Our locations provide a very relaxed environment for patients but, due to the nature of the dentistry we provide, can nonetheless be clinically challenging.

## Your responsibilities will include:

Supporting the development of all clinical services including Special Care, Paediatrics, General Dental Services, Orthodontics, Urgent and Emergency Care and Minor Oral Surgery through working as part of the Clinical Leadership team and as a Director of Smile Together holding a voting position on the Board.

Promoting good clinical practice through supporting and mentoring clinical colleagues and enhancing workforce development through building relationships across health and social care services throughout the South West.

Providing day-to-day and strategic leadership to our dentists and therapists, working closely with our Professional Support teams. This will include recruitment and selection, induction, performance management/appraisal, clinical governance, ongoing training, development, and support of individual all team members, enabling resilient and sustainable workforce development.



For more details about this specific role please see the Job Description and Person Specification on our website at:

**[smiletogether.co.uk/  
current-vacancies](https://smiletogether.co.uk/current-vacancies)**





Role Prospectus – [Clinical Director of Workforce Development](#)

# Cornwall Life

**The challenges in this role are easily offset by one of the best possible 'work-life' balances available.**

Cornwall is a stunning place to visit but an even better place in which to live and work. There's a distinctly different attitude towards life than other parts of the UK - it's relaxed, welcoming and friendly with a lifestyle that you can pick and choose from.

The coastline features large stretches of sandy beaches, dramatic rocky coves and stunning seascapes complemented by spectacular moorland. Across the county are amazing archaeological sites, beautiful walks and scenery along miles of coastal and country paths and nature trails.

Cornwall has a milder climate than the rest of Britain, providing perfect conditions for exotic plants and animals so look beyond the coastline and you'll be rewarded with world-class galleries, fantastic food and many one-of-a-kind attractions.

# Cornwall Life

Naturally the clear blue water and golden beaches are a big draw and the tranquil backdrop of the Atlantic really sets Cornwall apart as one of the most enchanting places in the modern-day world which is not as isolated as you might think.

There are only a few parts of the A30 and A38 left to dual, mainline railway stations from Plymouth right through to Penzance, and both Newquay and Exeter airports are international hubs that connect passengers to the rest of the world.

There is ample nursery, school, further and higher education provision across the county, and we work hard to engage Cornish children in prevention activities and attending for routine dental appointments.

Anyone who has been falls in love with Cornwall - you might not be able to put your finger on it right away, it may be a mixture of emotions, but either way we know that when you arrive you will have the time of your life.





Role Prospectus – Clinical Director of Workforce Development

# The Package

**For the right experienced dentist looking for an exciting leadership opportunity there is an extended package to reflect the requirements of the role.**

## **Salary and hours of working:**

The salary for this strategic senior leadership post will be commensurate with the market rate nationally, complemented by a valuable range of additional benefits that come from joining an employee-owned community interest company!

Our standard full time contract is 37.5 hours per week (excluding breaks).

## **Relocation:**

We provide a personal relocation support package of up to £8,000\* to help you make the move to Cornwall (where appropriate).

There is a friendly support network at Smile Together with an induction colleague assigned to assist your transition to our company.

## **Annual leave and Bank Holiday Entitlement:**

32 days annual leave per annum plus Bank Holidays each year (pro rata if not working full time).

\*Conditions apply

# And there's more!

## Training and CPD:

A dedicated training package, both clinical to maintain your CPD and wider professional development via our Smile Together Training Academy.

## Unique benefits from being part of an employee-owned CIC:

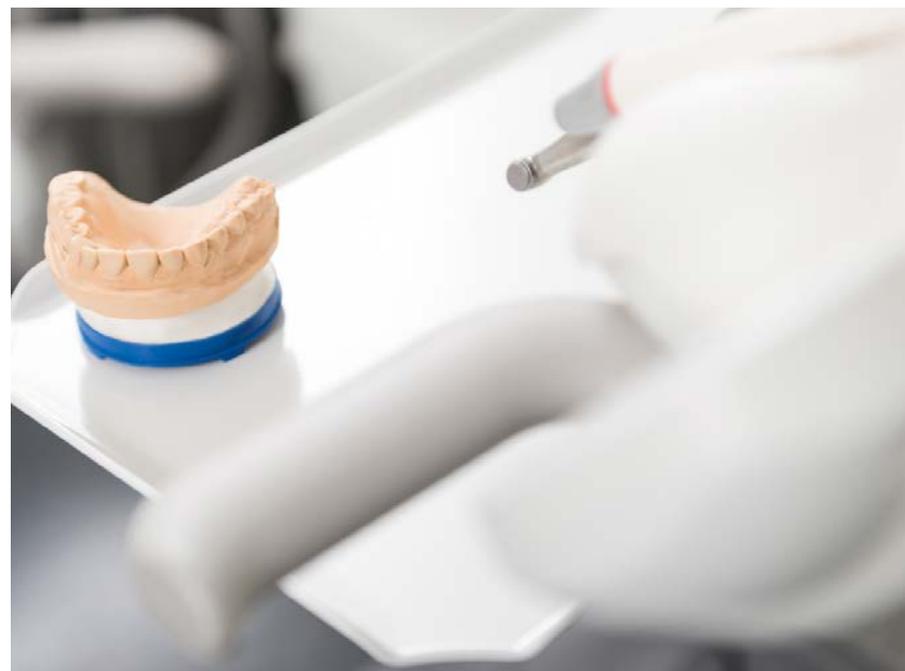
The opportunity to become a shareholder\* and have a genuine voice in our employee-owned business with an amazing employee benefits package, a friendly support network and an induction colleague assigned to assist your transition to our company.

We also pay our dentists' indemnity and GDC registration fees (pro rata) and 100% laboratory fees.

## But above all:

An outstanding work-life balance in a beautiful part of the country

\*Conditions apply



# Leading and working in Smile Together!

*"As Dental Director I have ultimate responsibility for clinical team leadership across all aspects of our business, from our most complex special care community provision to private dentistry.*

*I'm a Director on the Smile Together Board and strategically lead the clinical development of our dental services across the whole care pathway to ensure we continue to deliver the highest standards of clinical care and an excellent patient experience whilst meeting contractual and quality targets, all whilst keeping us at the forefront of changes within the national dental landscape.*

*It's a huge role with enormous potential and ambition for more, hence the need for a senior Clinical Director for Workforce Development to work alongside myself and our Clinical Director for Quality Assurance and Patient Safety. Not only will you be supporting with clinical leadership but you'll be helping to make a real difference for our people, our patients, our business and our community.*

*In our employee-owned CIC everyone has a genuine voice in our business and can be deeply involved in clinical and professional service improvement, business growth and development. This results in some great debate, discussions and ideas which have to be carefully and consistently managed and led. We're all excellent ambassadors both within our business and externally; we frequently work in partnership with patients, clinicians, commissioners and other key stakeholders, and have worked hard to build our reputation.*

*The most fun and inspiring aspect of a clinical leadership role here is the time we get to spend with our extraordinarily dedicated, experienced and professional team of clinicians working so hard on behalf of their patients. The biggest challenge in my role is needing to be everywhere at once and geographically Cornwall's a pretty big county with some significant oral health inequalities to tackle – being able to share this load even further will certainly add a spring to my step in 2022!"*

**Continued overleaf**



# Why work here?

## To anyone considering joining Smile Together I'd say do it!

*"Patients are at the very heart of everything we do, everyone is proactive, innovative and keen to improve – it's a selfless organisation in that respect and just as good as it appears from the outside where, being employee-owned, everyone's opinion counts. For me it's not about the money, it's about making that difference."*

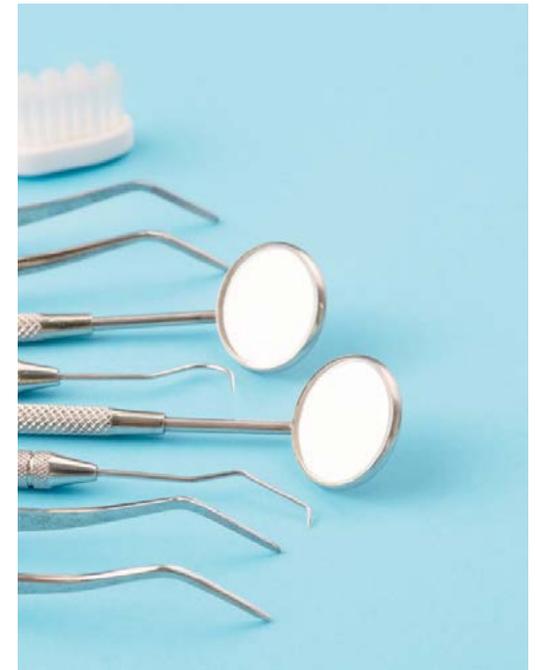
*Our practices are relatively well appointed with modern surgeries, digital radiography and OPG, and such capable and supportive dental therapists and nurses who know how to care for the range of patients that we treat. In summer we can get busier if visitors to the county experience dental issues alongside the local population but Smile Together never has the high pressure feel of a target-driven urban practice.*

*You need to be a people person. Although geographically spacious, Cornwall is a 'small county' and you will be living amongst your colleagues and your patients.*

*There is a brilliant opportunity to have a perfect work life balance. We have glorious surf-ready beaches, fantastic walks, the chance to swim in the beautiful sea, sail and windsurf, paint, create, explore! The food is amazing, we have fresh fish and seafood delivered to our doorsteps, friendly local eateries and some fantastic boutique hotels and restaurants.*

*I hope that you feel inspired to find out more".*

**Jonathan Bower-Davies, Dental Director**





Role Prospectus – [Clinical Director of Workforce Development](#)

# How to apply

## Please email:

Jonathan Bower-Davies, Dental Director  
[jonathan.bower-davies@smiletogether.co.uk](mailto:jonathan.bower-davies@smiletogether.co.uk)  
to arrange an informal discussion.

We'd love to hear from you and even better invite you to visit us and experience what our work and coastal environments have to offer! Any travel and accommodation expenses incurred will be reimbursed.

Alternatively send us your current CV with a covering letter outlining why you'd be a great appointment for us to [joinus.smiletogether@nhs.net](mailto:joinus.smiletogether@nhs.net). You can also register on our website at [smiletogether.co.uk/careers-portal/register-with-us/](https://smiletogether.co.uk/careers-portal/register-with-us/)

## Don't miss out!

This opportunity closes at 5pm on **Friday 29th April 2022**, so if you think this is the opportunity for you please do contact us as soon as you can.

We're a committed and friendly team that puts our people and patients first – we hope you'll consider joining us in leading and further developing our valued dental service across Cornwall and the Isles of Scilly and help to keep our patients and communities smiling.

Our successful candidate certainly will be!

**(Smile:Together)**



Follow us:



Smile Together, Harleigh Road Dental Centre,  
Bodmin, Cornwall PL31 1AH

T: 0333 405 0290

W: [www.smiletogether.co.uk](http://www.smiletogether.co.uk)

E: [smile.together@nhs.net](mailto:smile.together@nhs.net)

