



UNIVERSITY OF  
**BATH**

# Director of Preventative Health & Care Innovation

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## Candidate Pack



Dec - Jan 2025



**Dr Jon Hunt**  
Executive Director of  
Innovation

# Welcome

The University of Bath has a unique opportunity to lead the national shift towards preventative health and care. This isn't simply a new appointment; it represents a significant step-change in how we translate world-class research into real-world impact.

We're creating the role of Director of Preventative Health & Care Innovation at a pivotal moment. The NHS 10-year plan emphasises a profound strategic shift toward prevention, moving care from hospitals to communities, and from analogue to digital. This alignment presents a time-sensitive opportunity for Bath to contribute meaningfully to national health priorities.

What makes our position distinctive is that we operate without a medical school. This grants us the freedom to explore and enable health in new ways, drawing on our breadth of expertise from public health, sport and exercise science, psychology, life sciences, engineering and management, with a specific focus on preventative physical and mental health within and for communities.

We're seeking a proven Innovation Practitioner who will act as a catalyst and pathfinder. Your mandate is to forge connections between our academic researchers and external partners, adding value – financial and more broadly – through identifying opportunities for collaboration and driving them forward.

This role demands more than technical expertise. It requires an understanding of the higher education, health and care and private sectors and an ability to work across all three. You'll need the credibility to galvanise academics and the commercial acumen to secure contractual collaborations and income generation.

We're looking for highly experienced professionals – academics, potentially former clinicians or those from health and care companies who understand how to monetise solutions, who can drive activity and deliver tangible outcomes.

If you're energised by the challenge of turning research excellence into real-world health solutions, we look forward to hearing from you



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# The Role

## Why is This Exciting for You?

This is a unique opportunity to lead preventative health innovation at one of the UK's leading research universities. As Director of Preventative Health & Care Innovation, you'll be at the forefront of a strategic initiative that will reshape how the University of Bath translates research excellence into real-world health solutions. Your focus will be split between forging strategic partnerships with NHS trusts and local authorities, and building the institutional capability to deliver applied innovation at scale.

Bath occupies a distinctive position in the UK health research landscape. Unlike most institutions, we operate without a medical school, which gives us the freedom to explore and enable health in new ways, drawing on expertise from public health, sport and exercise science, psychology, life sciences, engineering and management. We focus specifically on keeping people healthy and out of hospital, working within and for communities rather than being tied to hospital-based care.

At the same time, the NHS 10-year plan emphasises a profound shift toward prevention, from hospitals to communities, and from analogue to digital. This national policy direction creates a time-sensitive opportunity for Bath to contribute meaningfully whilst securing sustainable income streams.

This isn't about writing research papers or teaching. You'll work alongside academics, translating their expertise into practice-based pilots, securing funding, and developing partnerships that deliver tangible health outcomes. You'll lead the communications workstream for high-profile partnerships, shaping how we engage with NHS trusts, integrated care systems, local authorities, and commercial partners.

## Translate Knowledge into Action

What makes this role particularly compelling is the opportunity to define approach and build influence. We're not looking for someone to follow templates or implement established frameworks. We want someone who can:

**Navigate complex stakeholder landscapes.** Connect diverse audiences from academic researchers and university leadership to NHS commissioners, local authority partners, and commercial organisations. Build trusted relationships that enable genuine collaboration and co-creation of solutions.

**Balance strategic vision with practical delivery.** Provide strategic direction for preventative health innovation whilst being actively involved in delivery. Identify market opportunities where partners are willing to pay for our expertise, then construct solutions that meet their needs whilst leveraging our research strengths.

**Translate different languages.** Act as an interpreter between the academic community, health and care systems, and the private sector. Each speaks a different language, has different incentives, and operates on different timescales. Your ability to bridge these worlds will be critical to success.

**Think creatively about solutions.** Look beyond obvious answers to identify where Bath's unique capabilities can solve real-world problems. Potentially reverse-engineer solutions, starting with partners' challenges and working backwards to identify relevant expertise across our faculties.

**Build institutional capability.** This role is a pathfinder. You'll establish the blueprint for how Bath delivers effective strategic partnerships in health and care, creating an approach that can be sustained and scaled beyond this initial appointment.

# Your Impact

By joining us as Director of Preventative Health & Care Innovation, you will:

### Establish Strategic Partnerships

Forge multiple contractual collaborations with NHS trusts, integrated care systems, or local authorities within 18 months. These partnerships will translate our research into practice-based pilots that deliver measurable health outcomes. You'll represent Bath in regional and national forums, contributing to health strategy and positioning the University as a leading voice in preventative care.

### Generate Sustainable Income

Achieve significant external income within two years through contract research, consultancy, continuing professional development programmes, and collaborative partnerships. Identify and secure funding from NHS innovation sources, NIHR, Innovate UK, and other bodies. Most importantly, identify market opportunities where partners are willing to pay for our expertise. This is the really hard bit, but where genuine impact happens

### Deliver Real-World Health Solutions

Lead the development and delivery of practice-based pilots, with the ambition that these are adopted or scaled by external organisations. Work with academics to translate research in areas such as behaviour change, digital health technologies, exercise therapies, and population health interventions into practical solutions that prevent ill-health and reduce demand on health services.

### Galvanise Academic Engagement

Build credibility with researchers across faculties, engaging academics to contribute to translational activities outside their normal framework. Create pathways that enable academics to see the value and impact of applied innovation whilst respecting the constraints and incentives under which they operate.

**Create the Blueprint for Partnership Delivery**  
Working alongside a Strategic Partnership Manager, establish the institutional model for effective strategic partnership delivery at Bath. Your approach will inform how the University develops and sustains partnerships across sectors, creating a legacy that extends well beyond this two-year appointment and potentially evolving into a permanent Innovation Institute.



# Key Responsibilities

## Strategic Partnership Leadership

- Lead the development and management of strategic partnerships with NHS trusts, integrated care systems, local authorities, and commercial organisations.
- Oversee the inaugural strategic partnership with the BSW Hospitals Group, working closely with the Strategic Partnership Manager to ensure effective delivery.
- Act as the institutional blueprint for strategic partnership delivery, establishing models and approaches that can be replicated across the University.
- Represent the University in regional and national forums, contributing to health and care strategy development.
- Build and maintain high-level relationships with senior leaders in health and care systems, including NHS executives, local authority directors, and industry partners.

## Innovation & Knowledge Translation

- Work with academic researchers across faculties to identify opportunities for translating research into practice-based solutions.
- Facilitate the development of practice-based pilots that address real-world health and care challenges.
- Act as a communicator and unifier, aggregating internal academic expertise and matching it to external partner needs.
- Enable academics to contribute to translational activities whilst respecting their existing commitments and the constraints under which they operate.
- Drive innovation projects that solve problems directly, focusing on preventative approaches to physical and mental health.

## Income Generation & Funding

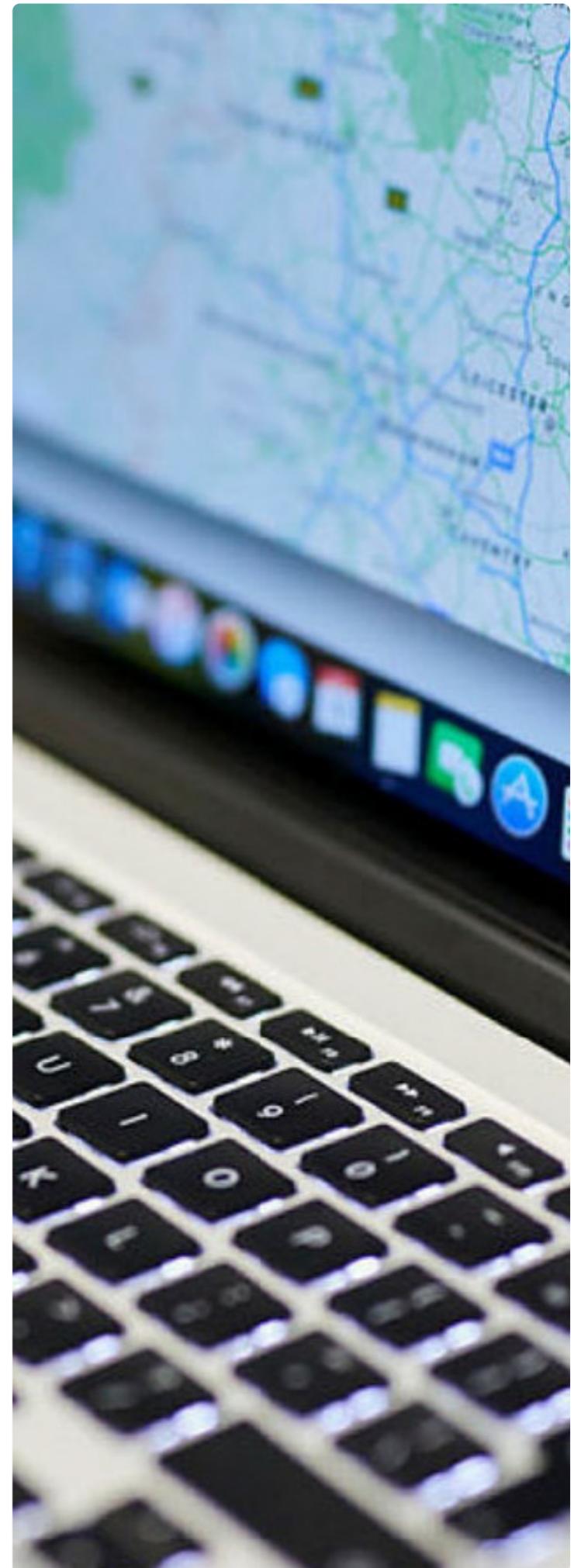
- Identify market opportunities where partners are willing to pay for the University's expertise and knowledge.
- Develop new income streams through contract research, consultancy, continuing professional development, and collaborative partnerships.
- Facilitate funding applications to NHS innovation sources, NIHR i4i, Innovate UK, SBRI Healthcare, and other relevant bodies.
- Work with subject specialists to construct compelling proposals and value propositions that align with partner priorities.
- Achieve significant external income generation within the first two years, demonstrating the commercial viability of the initiative.

## Academic Engagement & Collaboration

- Build credibility with researchers across multiple disciplines including public health, sport and exercise science, psychology, life sciences, engineering and management.
- Galvanise the academics who have relevant expertise but limited experience in translational activities.
- Create pathways and incentives that enable academics to see the value of applied innovation.
- Manage academic expectations and capacity, balancing translational activities with teaching and research commitments.
- Foster a culture of knowledge translation and implementation across the University.

## Capability Building & Team Development

- Establish and lead a small team of innovation practitioners with expertise aligned to priority areas such as preventative health and care, mental health, and digital health.
- Develop institutional capability in knowledge translation, creating skills and approaches that can be sustained beyond the initial appointment.
- Mentor and support colleagues in developing partnerships and securing funding.
- Contribute to the potential formation of a permanent Innovation Institute or similar entity.
- Share best practice and learning across the University to build long-term capacity in applied innovation.



# The Candidate



## Essential Requirements

### Experience and Track Record

- Proven experience in preventative health, public health systems, or social care transformation, with demonstrable impact in translating knowledge into practice.
- Extensive experience in service innovation and knowledge implementation, with evidence of delivering solutions that have been adopted by health and care organisations.
- Track record of "sales" or "deal making", including identifying opportunities, constructing value propositions, and securing commitments from partners.
- Experience of leading knowledge translation into contract research, continuing professional development, consultancy, or facilities use.
- Understanding of the complex organisational structures around health and care delivery and commissioning, including NHS trusts, integrated care systems, and local authorities.

### Skills and Capabilities

- Strong leadership and team-building skills, with the ability to inspire and motivate colleagues across different disciplines and sectors.
- Exceptional communication skills with the ability to translate between the different languages and priorities of academics, health and care professionals, and commercial organisations.
- Stakeholder management skills at senior level, able to build trusted relationships with NHS executives, university leadership, and commercial partners.
- Strategic thinking combined with practical delivery. You must be able to see the big picture whilst being hands-on when needed.
- Creativity and problem-solving ability, including the capacity to reverse-engineer solutions starting from partner challenges.

### Desirable Requirements

- Clinical background or experience working as or with clinicians, providing practical insight and enhanced credibility with health and care partners.
- Experience in health and care companies that successfully monetise solutions, understanding business models and commercial approaches.
- Strong sales acumen with demonstrable success in winning contracts or partnerships in competitive environments.
- Awareness of the research landscape and how universities operate, including research funding mechanisms and academic incentives.
- Experience in behaviour change, particularly related to the adoption and implementation of new technologies, interventions, or practices in health settings.
- Knowledge of digital health technologies and their application in preventative care.

### What We're Really Looking For

**A catalyst for change.** You thrive in complexity and ambiguity. You can navigate multiple concurrent partnerships across diverse stakeholder groups, from academics to NHS commissioners, from local authority partners to commercial organisations. You build relationships based on trust and deliver on commitments.

**Strategic with hands-on delivery.** You balance strategic vision with practical execution. You're comfortable defining new approaches and establishing frameworks, but you're equally happy rolling up your sleeves to make things happen. You don't wait for others to solve problems; you're proactive and take initiative.

**A translator and bridge-builder.** You understand that academics, health systems, and businesses speak different languages and have different incentives. You can credibly engage with all three, building mutual understanding and creating solutions that work for everyone. You have the diplomatic skills to navigate university politics whilst maintaining external credibility.

**Commercially astute with mission focus.** You understand market dynamics and where partners are willing to invest. You can identify opportunities, construct compelling value propositions, and close deals. However, you're motivated by impact and improving health outcomes, not just commercial success. You see income generation as a means to sustainability, not an end in itself.

**Proven track record over credentials.** We prioritise demonstrable success in comparable environments over specific qualifications. If you've led innovation in universities, health systems, consultancies, or commercial organisations with similar complexity and stakeholder challenges, we want to hear from you

# Life in Bath

Bath is a city that seamlessly blends history, culture, and modern living. Known for its stunning Georgian architecture and Roman-built baths, this UNESCO World Heritage Site offers a unique living experience.

## Lifestyle and Amenities

Living in Bath means enjoying a vibrant cultural scene, with numerous museums, galleries, and theatres. The city is also famous for its festivals, including the Bath Literature Festival and the Bath International Music Festival. For those who enjoy the outdoors, the surrounding countryside provides beautiful landscapes for walking, cycling, and other recreational activities.

## Transport and Connectivity

Bath is well-connected by public transport, with regular train services to London, Bristol, and other major cities. The city's compact size makes it easy to get around on foot or by bike. Additionally, Bath's strategic location offers convenient access to major business hubs, making it an ideal place for professionals who travel frequently.

## Family and Wellbeing

Bath boasts excellent facilities for maintaining a healthy and balanced lifestyle. The city is home to numerous parks, spas, and wellness centres, providing ample opportunities for relaxation and recreation. For families, Bath offers a safe and nurturing environment with top-rated schools, family-friendly activities, and a strong sense of community.



# Your Application

## ROLE DETAILS

**Position:** Director of Preventative Health & Care Innovation

**Salary:** Starting from £70,000

**Contract:** Fixed-term, 24 months (with potential for extension or permanent establishment subject to successful delivery)

**Hours:** Full-time (36.5 hours per week)

**Location:** University of Bath campus with hybrid working options. Some travel required to engage with partners and stakeholders across the region.

**Reports to:** Dr Jon Hunt, Executive Director of Innovation



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## TIMELINE

**Application Deadline:** Monday 26th January 2026

**Shortlisting:** 29th January 2026

**Interviews:** Wednesday 11th February 2026

## THE INTERVIEW AND SELECTION PROCESS

The selection process will include:

- Formal panel interview exploring your experience, approach, and fit with the role
- Presentation or case study exercise demonstrating your approach to partnership development and income generation
- Opportunity to meet key stakeholders and tour campus facilities
- Final conversation with senior leadership for preferred candidates

We recognise that excellent candidates may be in demanding roles with limited availability. We're committed to working flexibly to accommodate your schedule where possible.

## INTERVIEW PANEL

The interview panel will include:

- Jon Hunt, Executive Director of Innovation
- Professor Deborah Wilson, Dean of the Faculty of Humanities & Social Sciences
- Senior representatives from academic faculties and professional services
- External adviser with relevant health and care sector expertise

For an informal conversation about the role, please contact **Dr Jon Hunt** at [jh298@bath.ac.uk](mailto:jh298@bath.ac.uk).

These discussions are entirely informal and will not form part of the selection process.

Please submit your application through the University website. We do not accept CVs via email.



**Kira Walker**

Talent Advisor

[talent-advisor-2@bath.ac.uk](mailto:talent-advisor-2@bath.ac.uk)

<https://www.linkedin.com/in/kmaw22/>

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