

JOB DESCRIPTION | **HEAD OF WRITING SERVICES** REPORTING TO | **MANAGING DIRECTOR**

1 | **What are my responsibilities?**

- Maintaining a relentless focus on quality of deliverables and of client service you have overall responsibility for ensuring redthread delivers exceptional work, including:
 - Driving improvements in training and quality control measures to support redthread Writers and Consultants, and to support them in any way to deliver our signature redthread quality
 - Providing strategic support, mentoring and guidance for the Consulting and Writing teams when reviewing deliverables, and ensuring that deliverables address the strategic challenges and client KPIs required
 - Coaching responsibility (including line management) for Consulting and Writing team members, acting as a mentor and guide
- Where required, take accountability for successful project delivery, both in terms of timings (hitting deadlines), deliverable quality, client satisfaction and delivering within the proposed budget. Ensuring projects remain within specification (budget and scope) and liaising with the client to negotiate changes to work orders
- Where required – i.e. due to Writer capacity limitations or to use as a development opportunity - writing clear, grammatically correct, technical and creative medical/scientific text for a variety of audiences (e.g. payers, healthcare professionals, pharmaceutical sales teams and patients)
- Develop and maintain your position as a market access thought leader by keeping abreast of latest industry thinking and news. Use this knowledge to create thought leadership content for redthread marketing and to advise your clients on appropriate strategy (if appropriate)
- Learn and understand new therapy areas quickly and comprehensively, inspiring confidence with your colleagues and the client
- Build a world-class medical/market access writing team, including supporting the redthread Senior Leadership Team (SLT) with hiring decisions
- Support non-billable redthread activities, including business development and marketing (e.g. blog posts). This includes contributing ideas for business proposals and new projects
- Demonstrate a commitment to the [redthread values](#)

2 | **How does my role support my redthread colleagues?**

You're a senior leader in redthread, with the responsibility that goes alongside. You provide your colleagues with support, guidance and the benefit of your experience. You have the ultimate responsibility for ensuring that redthread continues to produce exceptional client work, and you support the team to deliver that work. You review work and provide feedback and suggestions. You implement training and quality control measures to ensure we hit our quality targets. The writing and editorial functions of redthread ultimately report to you, and your role creates the environment in which our Writers and Consultants can learn, thrive and deliver brilliant work.

You teach, train and provide mentoring and support, and you lead by example in showing the team how to deliver extraordinary work. You're flexible and supportive, you approach relationships with empathy and understanding, and you are open, inclusive and welcoming to all team members.

You are also responsible for building a world-class writing/editorial function. This includes advising the SLT on hiring needs, identifying best-in-class talent and driving the writing recruitment process. It's your responsibility to create clear responsibilities and accountabilities for content creation at **redthread**, and to hold yourself and the team accountable to these. You also support the onboarding process for new hires.

You should lead by example on projects too, getting involved in client management and writing if you like. But this should not detract from your primary role of looking after your writing/editorial team, getting the best out of them, and ensuring we always deliver our signature **redthread** quality.

For projects, you provide regular strategic reviews of work, aiming to be constructive, clear and supportive. You take critiques thoughtfully, viewing them as learning opportunities. When discussing work allocation with our team, you communicate your needs and step in to lend a hand.

You trade knowledge freely, seeking advice and answering colleague queries. You help to identify training and development opportunities for colleagues, and you take pride in creating a nurturing environment for colleagues to share their opinions, thoughts, and/or concerns.

3 | What does *great* look like?

You're instrumental in what **redthread** does and how it works. You have your own network of client relationships, and you take pride in developing these and delivering great work. At its core though, this role is about ensuring clients get brilliant work, and that's likely best reflected in high levels of positive feedback, great client survey scores, and high levels of repeat business (and no client complaints about quality of work).

Great looks like a well-structured team, with enough writers at each level of seniority, all with clear development plans and career paths. Great looks like making sure your team has what it needs. Helping them to identify areas to improve, and then providing that training and support. Great looks like providing clear, direct and fast feedback – both positive and constructive – because you know that feedback is what people need to improve. You are clear and direct, empathetic and kind.

Where you're working on projects, you are always looking for potential opportunities where clients might benefit from additional work. You don't sell for the sake of selling. Instead, you always try to understand client's challenges and provide the support they need. You know that sometimes this means passing work to one of our partner agencies, or even declining work altogether.

You're ideally a strategic expert in a particular area. That might be HTA. Or value communications. Or something else. And you take the time and effort to be a thought leader in your area. You make sure you bring back that expertise into all areas of **redthread**, including training our team, client projects, marketing and new services offerings.

You take pride in delivering beautifully written content for clients. You're proactive about your personal development, working with your coach to identify strengths and areas for development, and co-creating your personalised learning and development plan.

You're likely the sort of person who likes to get stuff done. Who has ideas and wants to implement them, but perhaps have felt frustrated in a business that doesn't allow you that scope. Great looks like seizing the opportunity to work in a growing small business and shape a best-in-class team of market access communications experts.

You live the **redthread** values.

4 | What's next?

This depends on how you help redthread develop in the future. Your role may change as we grow and the structure of the business changes. A natural progression might be to **Head of Scientific Services**, an SLT position with overall responsibility for writing, editorial and studio/design services..

5 | Summary of job requirements

5.1 Knowledge

What you need to *know* to be successful as a Head of Writing Services

- 1: How to write brilliantly, and with great understanding of medical writing principles
- 2: In-depth understanding of your market access specialism e.g. HTA, value communication
- 3: In-depth understanding of multiple therapy areas
- 4: Knowledge of how to adapt your writing to multiple audiences and deliverables

5.2 Skills

What you need to *be capable of* to be successful as a Head of Writing Services

- 1: Relentless focus on quality of work including an ability to ensure that nothing is delivered to clients that doesn't hit a specific quality mark
- 2: Delegating responsibility and authority for specific tasks to the right colleagues
- 3: Identify and deliver training and development for more junior team members
- 4: Managing and developing trusted partner relationships with clients
5. Ability to develop a system of accountability and responsibility, and to hold people accountable to our standards

5.3 Experience

What you need to have *demonstrated* to be successful as a Head of Writing Services

- 1: Previous experience at the highest level in a writing-related function in consulting or pharma
- 2: Coordinating successful project delivery with no supervision
3. Supporting hiring, training and managing writers from junior to senior levels
- 4: Implementing quality control processes for quality of work and ensuring these are adhered to

5.4 Behaviours

How you need to *act* to be successful as a Head of Writing Services

- 1: Proactive in nurturing client relationships, and in mentoring junior team members, providing support and direction
- 2: Focus on quality, strong attention to detail and in doing the right thing for clients
- 3: Managing expectations with colleagues and clients, quick to report any issues or concerns
- 4: Open, inclusive and welcoming to all team members
5. Ability to think on your feet, come up with new ideas, and make those ideas a reality