

JOB DESCRIPTION

Job Title: **Principal Optometrist**

Reports to: **Branch Manager**

Location: **Branch**

Date: **04/02/2022**

Job Purpose

As Principal Optometrist, your role is to provide expert / specialist optometry services, creating a memorable experience that delights and to which our customers would recommend and return.

You will provide a professional and tailored service, listen to and empathise with the needs of your patients and ensure their understanding at each stage of the process, making them feel unique and valued.

You will inspire and engage with colleagues to ensure every patient journey is of the highest standard and work with the business to ensure our services are continually improving.

Key Responsibilities

- Responsibility for the clinical optometry services in your practice. You will undertake extended specialist clinical activities and will deliver a broad range of specialised, complex and non-routine optometric work involving skilled diagnostic performance and detailed knowledge of the indications and contra-indications of treatments for a wide range of eye conditions
- Manage complex cases independently and to provide clinical advice and expert opinion to colleagues across the business as necessary
- Provide clinical leadership for Optometrists and Contact Lens Opticians and provide an extensive range of essential and sub-specialty services to the highest standard of quality and care
- Support the clinical development of optometrists and Dispensing Opticians in your practice(s), including those in training
- Support the development & implementation of sub-speciality clinical services (e.g. independent prescribing glaucoma etc), supporting the company aims and goals
- Undertake procedures involving the use of specialist ophthalmic instrumentation to a high degree of accuracy. Analysis and interpretation of specialist test results will be necessary in order to prescribe the appropriate optical appliances and plan or revise individual programmes of patient care
- Inspire all colleagues to deliver and implement best practice and support the enhancement of all Leightons Clinical Policies and Procedures
- Inspire your practice colleagues to advance their own clinical knowledge and share your

expert experience to support continual improvement

- Be a role model and support the company's L&D, CPD and induction programme including the support, mentorship and supervision of Student Optometrists and Dispensing Opticians
- Drive and deliver expanded Private and NHS Enhanced eye care services in all aspects of Optometry and support and motivate your colleagues in their journey to deliver these services
- Using specialist knowledge, support the pilot of and prove the concept of new and innovative eye care pathways to continually improve the patient care provided at Leightons and further enhance the company reputation
- Provide general and specialist optical advice to patients, parents and carers and issue prescriptions for spectacles and contact lenses where necessary, giving appropriate detailed instruction and making complex judgements regarding patients' treatment and needs
- Effectively respond to patient concerns locally where possible and progress informal complaints appropriately, striving for successful resolution
- Support the development and delivery of effective clinical protocols and audit systems to promote good practice across the service and take action where necessary to improve agreed standards
- Engage with the local community and be involved in events to promote services offered by the company
- Participate in continuing professional development (CPD) as required by the General Optical Council, as well as working with Professional Services in developing own professional and clinical performance
- Create and promote Leightons as the employer of choice to attract, retain and grow caring and commercial ECPs
- Build the brand with customers and the optical industry
- Maintain high standards of personal appearance, timekeeping, attendance and respect for company property
- Any other duties as may reasonably be required

PERSON SPECIFICATION

| | ESSENTIAL OR DESIRABLE | ASSESSMENT (Application or Interview) |
|--|---------------------------------------|--|
| ATTRIBUTES | | |
| Ability to inspire others | Essential | |
| Motivated and focussed to achieve own goals and that of your practice and the wider business | Essential | |
| Exceptional communication and relationship building skills, adapting approach to need | Essential | |
| Desire to delight and ability to create and ensure a memorable, tailored customer experience | Essential | |
| Clear written communication | Essential | |
| Team player, supporting the development of a high performing team | Essential | |
| Keen listener with ability to empathise | Essential | |
| Ability to provide clear explanations, educating the patient to ensure their understanding | Essential | |
| KNOWLEDGE/EDUCATION/EXPERIENCE | | |
| GOC Registered Optometrist | Essential | |
| Higher diploma and on the GOC Specialist Register, or a higher certificate and working towards a higher diploma and entry on the GOC Specialist Register | Essential | |
| Experience in improving clinical care and developing innovative clinical services and products | Essential | |
| Demonstrable commercial awareness, delivering return on investment in line with strategic plans and financial objectives | Essential | |

Our core DNA is to ‘Listen, Empathise, Educate and Delight’ and we apply this to our colleagues as well as our patients. We are committed to the wellbeing and development of all our employees and to creating a great experience where you can feel delighted and fulfilled in your role. You will have access to a wide range of benefits and support including an employee assistance programme, a comprehensive development programme and optical and audiology discounts.

This job description may be amended from time to time at the company's discretion.