

# S A I R A H J A M A L

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## PROFILE

Seasoned manager with over 8+ years of experience in project management, quality improvement, quality assessment, and market research; I have worked on the delivery of high profile, high quality complex projects within the **UK National Health Service, Red Cross** and **United Nations Economic Social Council**.

Proficient in change management, service redesign, commercial and contract management. Combined with experience in equality and diversity management, health care commissioning and quality audit - I'm passionate about reducing health inequalities, raising the healthcare standards and securing the best possible health outcomes for patients.

## EXPERIENCE

### Senior Engagement Manager

*RSA CONSULTANTS / 2015 – Jan 2016. UK*

- Responsible for **translating strategic goals into operational engagement plans**: I led on all aspects of corporate communications including media relations, brand management as well as crisis and issues management.
- **Developed and implemented project plans**, ensuring delivery to tight timescales, accountable for the delivery of products, described service, deliver economies of scale and value, **developing KPIs**, have it agreed and **meet client expectations**.
- Consistent and effective **evaluation of all engagement activities**, including: designing bespoke strategies for engaging different audiences; **maintaining stakeholder maps, engagement trackers** and evaluation tools; coordinating and facilitating meetings to create buy-in for a shared vision of the project; **developing robust action plans and capacity building membership**.
- **Management of the corporate case study portfolio**, including researching potential opportunities, interviewing customers, managing media relations.
- Managing financial and human resources, involved in **evaluation of integrated communication campaigns, service redesign**, and **performance management**.
- **Managed relationships key stakeholders** with suppliers including the board of directors, business managers and project teams.

MBA, PMP

British

*Available Immediately*

## EDUCATION

PROJECT MANAGEMENT  
PROFESSIONAL (PMP)

*PROJECT MANAGEMENT INSTITUTE*

MBA

(Specialising in)  
STRATEGIC PLANNING

*EDINBURGH BUSINESS SCHOOL*

BA (Hons) ECONOMICS  
AND POLITICS

*GLODSMITHS COLLEGE,  
UNIVERSITY OF LONDON*



SAIRAH JAMAL

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EXPERTISE

STAKEHOLDER

PROJECT PLANNING AND  
MANAGEMENT

MARKET RESEARCH

## Project Manager - Primary care lead

- Involved in creating detailed **assessment reports** regularly for most departments, **developing effective work plans** to enable and empower staff to use quality metrics data to monitor issues and make their own improvements.
- Managing financial and human resources, involved in **service redesign, quality assurance** and **performance management**.
- Worked with **patient forums** to ensure that patients are involved at every stage of pathway development, ensuring that **new pathways are culturally sensitive, equitable and responsive to diversity of needs**.
- **Developed toolkits, guidance, performance reports** whilst working across a number of forums internal external, **chairing meetings/committees**, Board level development, delivering conferences, workshops etc.
- Manage and **mitigate individual project risks**, in addition to identification of overall Programme risks escalating where necessary in a timely manner and **communicating programme risks** to the Project Sponsor and Programme Board.
- Utilised range of research methods including qualitative interviews and quantitative data collection and analysis, together with reviews of the literature and national and international 'best practice' in order to design/redesign models of health care service provision.

## Engagement officer

- **Championed patient feedback** in the design and delivery of health and wellbeing services having produced **evidence-based patient experience** reports of the major health centres in the Greater London area.
- Successfully **streamlined Trust's discharge procedure** and interpretation services - budget and financial management responsibility of up to £150,000 managing a team, procurement, service redesign, consolidating peripheral arrangements into comprehensive contract offer. Performance managements of providers, and quality assurance, working across primary care and community services.
- Conducted **community outreach** to ensure patient voice is in the design, commissioning, delivery and evaluation of health and social care services.
- Monitored and collected all **quality audits** and coordinated training on Immform & primis to practices. Furthermore I am involved in SCR and EPS rollouts across the trust and other technical issues related to primary care such as Jayex issues, caballing, php lists etc.
- I have completed **service reviews** of internal departments. Worked with managers and clinicians in primary and secondary care to **develop referral pathways to support demand management** and the delivery of associated national targets.
- **Boosted traffic** to Healthwatch's website, Facebook and Twitter by over 60%. Responsible for posting new content and ensuring **best practices are shared** to encourage cross agency/**organisational learning**.

## CERTIFICATES

INNOVATING IN  
HEALTHCARE

HARVARD UNIVERSITY  
(MID 2016)

EXCEL TO MYSQL:  
ANALYTICS TECHNIQUES  
FOR BUSINESS  
SPECIALISATION  
DUKE UNIVERSITY

MEMBER OF INSTITUTE  
OF HEALTHCARE  
MANAGEMENT (IHM)

LEAN SIX SIGMA GREEN  
BELT (UNDERWAY)

IMPROVING GLOBAL  
HEALTHCARE: FOCUSING  
ON QUALITY AND SAFETY

## ADDITIONAL EXPERIENCE

### Micro-finance Intern

*UN ECOSOC / 5 Months*

### Sales Assistant

*Land of Leather / 7 Months*

### Peer Counsellor

*Goldsmiths college / 9 Months*

## Project Coordinator

*Youth Foundation Services / 2009 – 2011, UK*

- Developed and prepared relevant documentation including agendas, minutes, **project outcomes, implementation plans, progress reports, business cases** and **organise project meetings**.
- Involved in **designing marketing campaigns**, influencing change across various stakeholders ranging from directors to staff. Leading on **health care education for young people**; devising **development plans** for the Clinical Commissioning Group, collecting all quarterly data and assisting practices in achieving the set targets and coordinating large scale **awareness events**.
- **Managed budget for events, supervised and coordinated** the activities of personnel, contractors and venue staff.
- In addition I carried out **large amount of data analysis** including financial analysis for Accident and Emergency (enhanced services) and the roll out of electronic prescription service and other ad hoc projects.
- Improving client satisfaction ratings and building wider long term stakeholders partnerships to ensure **holistic approaches to service delivery**.
- Utilised range of **research methods** including **qualitative interviews** and **quantitative data collection** and analysis, together with reviews of the literature and national and international 'best practice' in order to design/redesign models and service provision for (age 12-18).
- **Managed relationships** with suppliers, key stakeholders including the board of directors, business managers and project teams.
- Produced specifications for tenders and participated in tender selections.

## Junior Communication Officer

*Red Cross) / 2008 – 2009, UK*

- Managed the development and launch of an intranet positioned as our primary internal communications tool.
- Maintained website posting news, internal notices as well as departmental updates, and oversaw this channel being opened up to external members.
- Supported our Community Manager with all digital platforms at Red Cross demonstrating competence in the websites CMS, marketing collateral such as brochures, flyers, pocket guides and newsletters.

## PERSONAL ACHIEVEMENTS

- Winner of KPMG International (Business) Case Competition.
- Supportive winner of Allen and Overy Business Challenge.
- Successful delivery and promotion of Leadership and Conflict resolution trainings from Initiatives for change, Switzerland.
- Caux Young Scholars Award.
- I'm passionate about travel during my gap year I solo backpacked to more than 15 countries across 3 continents.