



JOB DESCRIPTION – SENIOR MANAGER

JOB TITLE: Senior Manager

DEPARTMENT: Community Out Reach Program

REPORTS TO: Administrator

1. JOB PURPOSE:

To manage and develop the outreach activities of Aravind Eye Care System including the school eye care programme in order to work with local communities to create awareness among the blind and motivate them to utilize existing facilities.

2. RESPONSIBILITIES:

1. Support the orientation of new camp organizers by providing them with the baseline information such as services and geographical information, population for the area concerned and secondary data in order to assist them in identifying potential areas and sponsors.
2. Facilitate the development of annual plans and targets by providing support and guidance to camp organizers of all Aravind Eye Hospitals through the development of annual plans, monthly schedules and weekly movements which will achieve target and monitoring the cost factor per patient.
3. Promote and build positive relations with existing and future sponsors by keeping them informed of dates, procedures etc.
4. Collaborate with the Free Hospital Co-Ordinator in supporting Hospital staff in meeting the demand generated by the camps and oversee the preparation of posting schedules to ensure equal distribution of camps.
5. Facilitate the development of the outreach programme by collating and presenting performance data from Madurai and other sub-units (Theni, TVL and CBE, Pondy) and lead discussion at the weekly meeting under the chairmanship of the Administrator.
6. Ensure safety of patients and staff and investigate complaints/questions from patients,

sponsor, and government office and take appropriate action in order to maintain good relations and patient satisfaction.

7. Ensure that grant in aid for cataract surgeries for each district is reimbursed by informing district offices of monthly performance and monitoring payment in order to provide regular reports to the Director.
8. Maintain records and statistics of all camp related activities to support senior management in organisational planning and decision making.
9. Monitor the camp activities of all the Aravind Eye hospitals and Aravind Managed Hospitals.
10. Train, Support and evaluate the performance of the Camp organizers of all the Aravind Eye Hospitals. and help the camp organizers to set up new Vision centers.
11. Arranging Annual meetings among all the Aravind eye Hospitals to know the progress of each hospital.
12. To identify innovative and alternative methods for community outreach activities.
13. Should visit all the centers of Aravind as well as the Aravind Managed Hospitals whenever necessary.
14. Represent Aravind Eye Care System to outside world regarding Community Ophthalmology
15. Documenting appropriate reports and should write book on “Community Ophthalmology” and supposed to update it whenever necessary.
16. Co-ordinate and support the continual development of the Community Outreach training programme developed for external hospitals to ensure effective delivery and that training needs are met.
17. Design and deliver sessions relating to Community Outreach for Capacity Building workshops held at LAICO, providing support as a resource person when required.
18. Visit other hospitals to provide consultancy regarding Community Outreach activities.
19. Provide guidance and coaching to interns and Fellows in Eye Hospital Management regarding Community Outreach.

4. WORKING RELATIONSHIPS.

Collaborate with the Free Hospital co-ordinator, Housekeeping Manager, Nursing Superintendent, Stores Manager and Medical Officers regarding the planning and organisation of the camp.

Collaborate with the Transport Co-ordinator on transportation and safety matters.

Consult with N.G.O.s, Government Officials, D.B.C.S. and Satellite Hospitals regarding the performance of the camps.

Collaborate with Laico Faculty regarding the marketing and evaluation of the Community Outreach Training Programme.

5. FREEDOM TO ACT (AUTHORITY)

The incumbent has the freedom to use his/her discretion in the selection of suitable sponsors and to schedule the appropriate number of camps required to meet annual targets. Similarly to exercise his/her judgement when agreeing the support to be provided by a sponsor, ensure that existing policies are applied consistently.

The incumbent will be able to recommend appointment of new camp organizers to the joint director for approval. Any requests for funding from AEH will be referred to the Joint Director/Trust Secretary.

The incumbent has the freedom to develop the programme for the Community Outreach Training Workshop; any substantial changes will be authorized by Executive Director, LAICO.

6. PROBLEM SOLVING

The incumbent will have to resolve any complaints from sponsors regarding service satisfactorily; similarly respond to feedback from Medical and Paramedical staff regarding the facilities and support offered by the sponsor - at all times being mindful to protect the relationship with the camp sponsor.

The incumbent will have to ensure that the camp sponsors feel that they are receiving equitable and fair treatment, this may be a challenge when considering the differing levels of funding and facilities they are able to offer.

Motivating and managing the performance of camp organizers will be a challenge when they are working remotely.

Identifying and motivating new sponsors to ensure targets are maintained.

Signatures

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(Job holder)

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(Date)

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(Line Manager)

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(Date)

