

Job Title: KTP Associate – Pharmaceutical Behavioural Science (Epilepsy focused)

Grade: KTP

Salary: Up to £50,000 per annum + £2,000 annual training package

Department: School of Healthcare

Hours/Contract: Full time, fixed term contract for two years

Reference: 12142

Role Purpose

Funded by an Innovate UK Knowledge Transfer Partnership, you will be responsible for leading the development of a Behaviour Change Toolkit to support Desitin Pharma to enhance its marketing effectiveness. The toolkit will support Desitin employees to identify determinants of prescriber behaviour and develop approaches to addressing them; thereby enabling optimisation of prescribing practices, patient outcomes and prescriber relationships.

To develop the toolkit, you will be expected to manage a key, strategic project within Desitin Pharma Ltd (with support from academic and company supervisors), ensuring that all defined targets and outputs are met within the timeframe.

The project involves facilitating the transfer of behavioural science knowledge between the University of Leicester and Desitin Pharma Ltd and engaging with Desitin Pharma employees to ensure that the knowledge transferred is properly embedded and exploited. You will be responsible for preparing and presenting progress reports at project team meetings and representing the partnership at conferences and exhibitions. You will be expected to travel around the UK and internationally with expenses covered by Desitin Pharma UK and therefore willingness to travel and be flexible with work time and arrangements is essential.

You will be expected to develop effective working relationships with the Desitin Pharma team to understand current approaches to marketing, the context within which they operate and barriers to delivery. Working with the senior management team you will identify the strategic project to enable iterative development of your toolkit. Through accessing relevant training and concurrent mentorship from Desitin and academic supervisors, you will develop your understanding of marketing and behavioural science to enable you to build and test the toolkit as you work to deliver your strategic project.

About Desitin Pharma Limited

Desitin Pharma Ltd (<https://desitin.co.uk/>) is a specialist pharmaceutical company dedicated to improving the lives of patients with neurological and psychiatric disorders. With over a century of heritage through its German parent company, Desitin stands at the forefront of innovation in epilepsy, Parkinson's disease, and related conditions.

Driven by a patient-centered approach, Desitin combines high-quality medicines with a deep commitment to research, education, and healthcare partnerships. Our products are trusted by healthcare professionals across Europe, and our UK operations continue to grow through tailored solutions that meet the evolving needs of clinicians and patients alike.

What to expect:

- **Freedom to think big** – A space to share bold ideas and bring them to life.



- **Opportunities to grow** – The chance to learn, contribute, and make a meaningful impact.
- **A strong team** – Collaboration with supportive, driven professionals.

About University of Leicester School of Healthcare

The School of Healthcare encompasses a range of professions including Midwives, Nurses, Operating Department Practitioners, Optometrists, Nurses, Pharmacists and Physiotherapists. The School is rapidly growing by building both its education offer and research infrastructure. You will be joining the School at an exciting time, working closely with Professor David Wright (Professor of Health Services Research and Head of School), who is a pharmacist that has worked with Desitin Pharma for a number of years, to deliver this project. You will also be supported by Dr Sion Scott, behavioural scientist and pharmacist.

About Knowledge Transfer Partnerships (KTPs)

For 50 years, KTPs have been helping businesses innovate for growth by connecting enterprises with the expertise to help deliver their innovation ideas. A KTP could be the perfect launchpad for your career, helping you manage a challenging project central to an enterprise's strategic development and long-term growth. You'll 'own' your project, linked to both a university and an enterprise whose experienced teams will provide you with full support. This is a chance to deliver impact and shape your career, opening doors within both academia and industry.

Main Duties and Responsibilities

Leadership and Citizenship

- Strengthen the working relationship between the University of Leicester and Desitin Pharma UK
- Promote University of Leicester and University of East Anglia as experts in behavioural science and in working with the pharmaceutical industry
- Ensure that sustainable approaches are embedded in all activities
- Create a toolkit which is inclusive both in design and delivery
- Support the development of Desitin Pharma staff to enable them to use and implement the toolkit

Impact and Knowledge Exchange

- Pursue, develop and lead innovation and impact through the creation of the behavioural toolkit to foster changes in approach
- Increase the external profile of the School of Healthcare at the University of Leicester and Behavioural Science team at the University of East Anglia
- Engage in external knowledge transfer and enterprise activities which increase the external profile of the discipline, department/school and have a beneficial impact outside of the university
- Undertake scholarly activity to both develop knowledge and ensure that it is up to date with developments in the field

Internal and External Relationships





Key internal and external relationships will include:

- Director of Desitin Pharma UK
- Head of Marketing Desitin Pharma UK
- Marketing team Desitin Pharma UK
- Head of School of Healthcare, University of Leicester
- Behavioural Science team, University of East Anglia
- Program lead for pharmacy, University of Leicester
- Management team Desitin Pharma International

Planning and Organising

- Development and testing of behavioural science toolkit
- Preparing and presenting progress reports
- Planning for presentation of project at conferences and external events
- Preparing for monthly face to face KTP meetings
- Organising meetings with Desitin and University team members to facilitate development and project delivery

Qualifications, Knowledge and Experience

Essential

- Registered healthcare professional*
- Master's Degree in a related subject area *
- Experience of working with doctors, pharmacists and nurses in the UK*
- Knowledge of medicines management and optimisation processes within the NHS*
- Evidence of commitment to equality, diversity and inclusion*
- Willingness to travel nationally and internationally
- Flexibility to work outside of traditional hours to enable attendance at meetings both within and outside of usual working hours

Desirable

- MPharm degree
- Master's degree in Marketing or Behavioural Science
- Evidence of peer-reviewed scholarly / pedagogical publications

Skills, Abilities and Competencies

Essential

- Demonstrable high-level interpersonal, organisational and communication skills
- Demonstrable high-level of professionalism at all times and ability to gain respect from colleagues
- High level of written* and verbal proficiency in English, sufficient to undertake teaching and administrative activities utilising English Language materials and to communicate effectively with staff and students
- Ability to prioritise tasks within agreed work schedules





- Ability to work independently, using own initiative and as part of a multi-disciplinary team
- Ability to develop resource materials to enhance toolkit quality using a range of media
- Demonstrable ability to develop networks and build working relationships
- Ability to work within a diverse development team comprising of academics and industrial partners and the wherewithal to impart new knowledge to the company team, embedding it through paired working, training and relevant support materials

Desirable

- Project management experience
- A proven track record of innovation

****Criteria to be used in shortlisting candidates for interview***

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

