



ExWell Medical Job Description:

Director of Engagement and Impact

The Company	ExWell Medical CLG	Job Title:	Director of Engagement and Impact
Location:	Dublin based, serving ExWell National network	Travel Required:	Yes
HR Contact:	Dr Noel McCaffrey	Position Type:	Full Time
Date Posted:	8 th May 2026	Posting Expires:	22 nd May, 2026
ExWell URL	www.exwell.ie	Reply to	nmccaffrey@exwell.ie

Who we are:

ExWell Medical is a medically led, rapidly growing non-profit social enterprise which offers clinical exercise programmes in community settings to patients with diverse chronic illnesses. Access to the programme is by referral from health care professionals, patient advocacy groups and social prescribers. Our strong impact evidence shows that participation in the programme improves mobility, strength and aerobic fitness and reduces loneliness and health care utilisation. The programme is provided in safe, enjoyable and socially rich settings.

ExWell is in a phase of rapid expansion. We operate in 66 centres nationally, with over 8500 active participants and nearly 12,000 weekly participant visits.

We work very hard to understand, encourage and optimise participant engagement at all stages of the ExWell pathway and also to improve the efficiency of our impact measurement processes and protocols. These aspects of ExWell are becoming increasingly important and challenging as the number of referrals continues to increase.

With this in mind, we now seek to identify and recruit a suitable professional as ExWell's Director of Engagement and Impact.

THE ROLE

The Director of Engagement and Impact is a senior appointment who will have a vital role in the next phase of ExWell's growth. Working with the entire ExWell team and reporting to the CEO and the Growth Officer, the successful candidate will have the following duties and responsibilities:

Responsibility Area	Details
Referral & Intake Management	Improving referral volume and quality, processing referrals efficiently, and managing the patient invitation and induction pipeline.
Participant Engagement & Retention	Designing and implementing protocols to convert referrals into attendees, retain active participants, re-engage those who drop off or attend infrequently and promote participation in other (current and future) ExWell activities as they come on stream.
Data & Impact Measurement	Overseeing collection, upload, and analysis of clinical test /retest data and other metrics related to participant engagement; preparing participant and group impact reports; ensuring GDPR compliance throughout.
Communication	Design and implement the best system for communication with participants and referrers.
Team Training & Support	Training the wider ExWell team on communication, engagement protocols, and data processes and monitoring / ensuring compliance with same.
Stakeholder & Partnership Development:	Building relationships with the HSE, Local Authorities, sporting bodies, and other partners; representing ExWell at conferences and webinars.
Strategic Reporting	Contributing to management meetings, board reports, the Annual Report, and research initiatives.
Innovation and Business Development	Developing proposals for improving current processes or introducing new ideas, form consideration by management.

THE PERSON

- **Attributes**

We seek a person who is

- Comfortable in an organisation with a non -profit, social enterprise ethos.
- Familiar with and committed to ExWell's mission, vision and core values.
- Willing to learn.
- Committed to working in and contributing to a team in a collegiate way.
- Empathic to ExWell's participants.
- Ambitious.
- Innovative.
- Able to manage and lead a team.
- Able to analyse day to day and strategic challenges and create solutions
- Able to work independently

- **Qualifications and Experience**

You will have the following:

- A relevant primary degree in a clinical, scientific or business area.
- At least 5 years of experience working in a similar role.
- At least 3 years' experience in project management.
- At least 3 years' experience in managing clinical data.
- Proven ability to manage and support a team.
- At least 3 years' experience in storing, collating, summarising, presenting and interrogating operational data
- Experience in report writing
- Oral presentation skills and experience

COMPENSATION

The compensation package will reflect experience and expertise

HOW TO APPLY.

Email CV to nmccaffrey@exwell.ie along with a brief cover letter explaining your suitability for the post.