

JOB DESCRIPTION

Job Title: Directorate & Section/Unit: Reporting to: Responsible for:	Consultant in Public Health Public Health Director of Public Health Senior Practitioners in Public Health
Salary Grade: DMA Management Level: * DMA Span of Control (Direct Reports): *	£66,582-£74,825 Pro-Rata (NHS Band 8d equivalent) 3 To be confirmed- at least 1 Advanced PH Practitioner at PO5, and Admin Team (TBC)

Purpose of job:

This post is a key member of the Public Health Directorate Leadership Team and will have leadership responsibilities across the range of public health functions. The post will, however, have specific lead responsibility for given areas dependent on the business need of the department. The post will support the Director of Public Health in providing advice to the local Clinical Commissioning Group and wider NHS commissioners. In addition, the post will provide public health leadership in: the delivery of statutory health protection responsibilities - assurance and advice; in system-wide strategic planning including the System Transformation Plan, Health and Wellbeing Strategy; and local service design and redesign across the health and social care system.

The post will provide senior public health leadership across the county council and 6 district councils, local Clinical Commissioning Groups, wider NHS commissioners and partners in relation to health improvement, health protection and healthcare services. The post holder will also provide public health leadership to agreed programmes of care and support the organisation in undertaking health equity audits, needs assessments, producing the Annual Report of the Director of Public Health and the Joint Strategic Needs Assessment for Worcestershire County Council. The post holder will provide strategic leadership into the appropriate commissioning of public health services, ensuring excellent outcomes, value and quality. In addition, the post holder will play a key role in the use and management of the public health budget. Further, the post holder will use their specialist professional knowledge and expertise to influence the decision-making of partners to ensure delivery of public health priorities, health benefits and reductions in health inequalities across the county.

The post-holder will be expected to be able to work flexibly and cope with multiple and changing demands with the ability to meet tight deadlines. A high level of intellectual rigour, negotiation and motivation skills and flexibility are required to deal with complex and often contentious public health issues, to advise and make recommendations regarding services and patient care. A high level of tact and diplomacy is required and an ability to understand and work with a wide range of individuals and organisations which may have different cultures and approaches, to enable effective working across organisational boundaries and influencing without authority.

It is expected that the postholder (as required dependent on business need):

- Will have responsibility for development, implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board or organisational authority to deliver key public health targets.

- Will provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and developing high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations, etc.
- Will develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data.
- Will manage a team of staff or department and/or design and support matrix working/ act as a Public Health trainer.
- Will be responsible for the day-to-day management of a group of staff/ the allocation/placement and supervision of qualified staff or trainees for teaching/delivery of core training on a range of subjects or for specialist training.
- Will be an authorised signatory, budget or delegated budget holder as required and monitor or contribute to the formulation of department/service budgets and financial initiatives.
- Will lead, as required, on public health research, commission research audits/projects, and undertake research or audit and translate research findings into public health practice.

Main Activities & Responsibilities:

Surveillance and assessment of the population's health and well-being

- To ensure the proper design, development and utilisation of information and intelligence systems to underpin public health improvement and action for the population across disciplines and organisations.
- To receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations.
- To ensure the use of the best available evidence base to support the assessment of health needs, health inequalities, health impact assessment and the identification of areas for action within the local population.
- To write and/or contribute to national and local policy forming reports on the health of the population of Worcestershire.

Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services

- To provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and to develop high quality equitable services, across primary, secondary and social care, and across sectors in potentially contentious and hostile environments where barriers to acceptance may exist.
- To be responsible for leading on service development, evaluation and quality assurance governance in specific areas and for preparing and adjusting action plans in line with changing needs and changing geographical boundaries.
- To provide expert advice to support evidence based commissioning, prioritisation of services for the population (and in some circumstances for the individual) in order to maximise opportunities for health.

Policy and strategy development and implementation

- To lead on the communication, dissemination and implementation and delivery of national, regional and local policies relating to areas of specific responsibility, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated authority to deliver key public health targets.

- To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health at Board or equivalent level.
- To be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.
- To ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability.

Leadership and collaborative working for health

- To take the lead role for areas of responsibility in developing inter-agency and interdisciplinary short and long-term strategic plans for securing health improvement both in the general population and in vulnerable groups at high risk of poor health and reduced life expectancy, in partnership with a range of agencies.
- To work with primary care professionals and community staff to raise awareness of their public health role.
- To lead on the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets.
- To influence external agencies in their public health policy decisions by working with complex professional, managerial and population groups and other organisations in the statutory, non-statutory and private sectors.

Health Improvement

- To be responsible for designated areas of health improvement programmes, public health surveillance, population screening or geographical areas.
- To take a leadership role in specified areas with local communities and vulnerable and hard to reach groups, helping them to take action to tackle longstanding and widening health inequality issues, using community development approaches as appropriate.
- To provide expert knowledge to ensure effective community involvement. This includes commissioning and prioritising high cost services and to ensure that policies and strategies are interpreted, developed and implemented at all levels.

Health Protection

- To take responsibility for safeguarding the health of the population in relation to communicable disease, infection control and environmental health, including delivery of immunisation targets.
- To communicate effectively and diplomatically with a wide audience including the media and the public to change practice in highly challenging circumstances such as communicable disease outbreaks, chemical incidents, immunisation and screening.

Service Improvement

- To provide expert advice to support evidence based commissioning, prioritisation of health and social care services for the population (and in some circumstances provide highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients) in order to maximise opportunities for health.
- To be responsible for implementation of NICE and National Service Frameworks or equivalent national standards, guidance and frameworks as required.
- To lead the developments of clinical networks, clinical governance and audit.

- To review evidence and provide highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients.

Public Health Intelligence

- To analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts.
- To compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the local community.
- To present, analyse and communicate knowledge in a way that appeals to diverse groups, influences decision-making and supports community engagement.
- To be responsible for the identification and implementation of appropriate health outcome measures, care pathways, protocols and guidelines for service delivery across patient pathways for the local population.
- To work with the information and intelligence of Public Health England and other organisations to strengthen local, regional and national public health intelligence and information capacity.

Academic Public Health/ Research and Development

- To undertake and commission literature reviews, evaluative research surveys, audits and other research as required informing equitable services and reducing health inequalities. This may involve taking the lead on research and development public health and related activities.
- To develop links with local universities to ensure the work of the organisation is based on a sound research and evidence base.
- To develop public health capacity through contributing to education and training and development within the Department and within the wider public facing workforce.

Generic Accountabilities:

- Deputise for the Director of Public Health as required.
- Understand and comply with the County Council's environmental policies.
- Comply with all Health & Safety policies and legislation in performance of the duties of the post.
- Work with information technology and associated systems in accordance with the County Council's policies & procedures.
- Comply with standing orders, financial regulations and Departmental instructions.
- Carry out duties and responsibilities of the post in compliance with the County Council's Equality and Diversity policy.
- Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice.
- Participate in the Council's staff appraisal scheme, and ensure appraisal and development of any staff for which s/he is responsible
- Pursue a programme of continuous professional development, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate.
- Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality
- To develop public health capacity and skills through education and training by raising awareness of the contribution of public health skills and knowledge in the local health community, including the local authority,

health and voluntary sectors, by contributing to teaching at undergraduate and postgraduate level and by supervise those working in public health.

- The post holder may be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing directorate. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.
- To undertake other such duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job
- To be fully conversant with the Public Health Outcomes Framework (PHOF) and National Institute of Health and Care Excellence (NICE) guidance and to champion their effective use within the directorate and beyond.
- To undertake health and safety duties commensurate with the job and/or as detailed in the Directorate's Health and Safety Policy
- To undertake health and safety duties commensurate with the job and/or as detailed in the Directorate's Health and Safety Policy
- The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and service users and is consistent with the Council's Equality and Diversity Policy
- This post meets Regulated Activity (as defined by the Safeguarding Vulnerable Groups Act 2006 as amended by the Protection of Freedoms Act 2012) and is subject to an enhanced Criminal Records Check (Via the Disclosure Barring Service, (DBS) and the relevant children and/ adults barred list(s) checks.

Contacts:

In all contacts the post holder will be required to present a good image of the Directorate and the County Council as well as maintaining constructive relationships.

Internal: Elected Members, Directors, Heads of Service, Senior Managers, Management Teams, Managers & Staff across all directorates, Project Staff, Governors, Head Teachers, Teachers, Support and other school based staff

External: District & County Councils, Government Agencies & Departments, Healthcare Professionals, CCG(s), Police, Fire, Probation Service, Educational Settings, Suppliers, Contractors, Service providers, Statutory and Voluntary Organisations, service users, clients, customers, parents & pupils, members of the public, volunteers

Additional Information:

- The Council reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility
- Reasonable adjustments will be considered as required by the Equality Act.

PERSON SPECIFICATION

Job Title: Consultant in Public Health
Directorate & Section/Unit: Public Health
Salary Grade:

WCC KNOWLEDGE, SKILLS AND ABILITIES

The consultant in Public Health will demonstrate skills in:

Creating a Compelling Vision

- Have an in-depth understanding and knowledge of how your role fits with and supports organisational objectives and the wider public needs.
- Translate the Directorate vision into clear quantifiable goals for your area of work
- Expands current boundaries of thinking and present possibilities that can take you and your area of work beyond perceived limitations
- Engages and inspires the service in building commitment to growth

Leading Change

- Be adaptable in dealing with change, ambiguity and uncertainty, acting decisively, knowing how to challenge the status quo whilst respecting the past
- Provide the necessary direction and impetus in leading others to change; being sensitive to the impact of change in others, whilst still dealing with and overcoming resistance to change
- Seek to evolve the Council to meet future trends by challenging the status quo.

Agile Thinking

- Make objective decisions using sound judgment, evidence and knowledge to provide accurate, expert and professional advice.
- Use a suitable balance of rational analysis, personal intuition and consultation with others to evaluate options before arriving at well-reasoned justifiable decisions.
- Facilitate member and officer thinking, helping them to look at issues from different perspectives.
- Use their analytical skills and personal judgement to quickly diagnose underlying causes in a complex environment.
- Take informed decisions, anticipating, tackling and mitigating against performance issues.

Delivering Results

- Strive to build a performance culture to deliver outcomes with a firm focus on prioritisation and addressing performance issues resolutely, fairly and promptly
- Create results through a disciplined approach to business planning, goal setting and setting meaningful targets, aligned with WCC's strategic aims
- Use clear targets and metrics to provide feedback on performance and seek out customer-centric feedback that when acted upon will enhance service delivery

Leading from within and Communicating with impact

- Use influence and strong interpersonal skills to inspire the confidence of elected members, local businesses, employees, council staff and other stakeholders.
- Lead from the front and communicate with clarity, conviction and enthusiasm. You support principles of fairness of opportunity for all and a dedication to a diverse range of residents.
- Establish a strong direction and a persuasive future vision; managing and engaging with people with honesty and integrity.
- Act with authenticity, courage and conviction, responding positively to feedback from both internal and external sources.

Fostering Teamwork and Facilitating Development

- Develop and implement strategies to enhance the performance of your teams, maximising individual performance.
- Build cohesive teams around a common purpose and inspire allegiance, ensuring accountability through defining clear roles and responsibilities
- Build mutually beneficial relationships, seeking opportunities to promote a culture of collaboration and partnership
- Empower staff to solve WCC challenges through seizing responsibility and engaging their own innovation
- Enhance your own personal performance by seeking out constructive feedback, gaining insight and awareness of your own strengths and challenges

Education/Qualifications	<i>Essential</i>	<i>Desirable</i>
Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists	X	
If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health medicine practice	X	
Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion in the GMC/GDC/UKPHR specialist registers.	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment		X
Personal qualities		
Strong commitment to public health principles	X	
Able to prioritise work, and work well against a background of change and uncertainty	X	
Adaptable to situations, able to handle people of all capabilities and attitudes	X	
Commitment to team-working, and respect and consideration for the skills of others	X	
Self-motivated, pro-active, and innovative	X	
High standards of professional probity	X	
Experience		
Project management skills	X	
Staff management and training	X	
Practical experience in facilitating change	X	
Budget management skills	X	
Training and mentoring skills		X
Scientific publications, presentation of papers at conferences, seminars etc.		X

Skills		
Strategic thinker with proven leadership skills	X	
Excellent oral and written communication skills (including dealing with the media)	X	
Effective interpersonal, motivational and influencing skills	X	
Ability to respond appropriately in unplanned and unforeseen circumstances	X	
Good presentational skills (oral and written)	X	
Sensible negotiator with practical expectation of what can be achieved	X	
Substantially numerate, with highly developed analytical skills using qualitative and quantitative data	X	
Computer literate	X	
Ability to design, develop, interpret and implement policies	X	
Ability to concentrate for long periods (e.g. analyses, media presentations)	X	
Resource management skills	X	
Knowledge	X	
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.	X	
Excellent understanding of the full commissioning process	X	
Understanding of NHS and local government cultures, structures and policies	X	
Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice	X	
Understanding of social and political environment	X	
Understanding of interfaces between health and social care	X	