

JOB DESCRIPTION

JOB TITLE	ASSISTANT DIRECTOR: CONSULTANT IN PUBLIC HEALTH
GRADE	AD2
REPORTING TO	DIRECTOR OF PUBLIC HEALTH
JD REF	LEAD0040

PURPOSE

- Working with the Director of Public Health (DPH) and other consultant colleagues to lead on improving the health and wellbeing of the residents which is underpinned by the statutory duty placed on local government.
- Lead appropriate strategic objectives of the local authority and the Health & Wellbeing Board and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks.
- To work with and influence private sector, voluntary sector and community sector organisations that can impact on health and influencing the attitudes and behaviour both of professionals and of the population generally.

MAIN DUTIES AND RESPONSIBILITIES

- Ensure development and maintenance of systems and processes to enable the authority to work with partners to respond to major incidents including health protection threats. The postholder, on behalf of the authority and the DPH, will lead on those aspects that the Secretary of State delegates to the authority.
- Ensure that partner organisations (UK Health Security Agency (UKHSA), Clinical Commissioning Groups (CCGs) and NHS England) have appropriate mechanisms, to enable surge capacity to be delivered as and when required.
- On behalf of the authority to take responsibility for ensuring delivery of the public health mandated services such that the full range of benefits are delivered to residents of the authority. These services include statutory and non-statutory public health services. This will include taking responsibility for the relevant outcome indicators within the UKSHA, NHS (and Social Care) Outcome frameworks and working across organisational boundaries.
- To lead work across all Council directorates as well as influencing partnership boards (dealing with health determinants) to maximise health improvement opportunities and the reduction of inequalities in health outcomes amongst residents. This will include



using the Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.

- In delivering the strategic objectives the postholder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders including politicians.
- In addition to any direct responsibility for managing staff or budgets, the postholder will be responsible for change and improvement in the agreed areas of work and for supporting the delivery of the statutory duty of the Council to take the steps it considers necessary to improve the health of its communities.
- As a member of the Public Health Senior Leadership Team and the Council Corporate Management Team demonstrate the competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues.
- To deputise for the DPH as and when required. The range of duties expected include:
 - Taking responsibility for a range of public health issues and work across organisational and professional boundaries acting as a change agent managing complexity to deliver improvements in health and wellbeing.
 - Providing briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, CCGs, the 3rd sector, the public and partners. Where required to so, the postholder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.
 - Taking responsibility for development, implementation and delivery of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications. The postholder will be expected to contribute appropriately to the procurement process.
 - Providing expert public health support and whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, within and across a range of organizations including voluntary, public and private sector. This includes the health service component of the mandated core service. This will include expertise in evaluation and development of appropriate Key Performance Indicators (KPIs).
 - Utilising (and if appropriate developing) information and intelligence systems to underpin public health action across disciplines and organisations. This may include providing leadership for collation and interpretation of relevant data including production of the Joint Strategic Needs Assessment (JSNA). Working with the DPH, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations.
 - Supporting the DPH in the development and implementation of robust strategies for



improving the health and wellbeing of local communities including ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements. This may include taking responsibility for the judicious use of the ring fenced public health grant and/or working with CCGs, Trusts, the contractor professions and UKHSA.

- Providing the key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information. The postholder will be expected to take part in relevant research networks and to influence research programmes of such networks so that the research needs of the local authority are taken into account.
- Taking responsibility for the training obligations of the directorate, including becoming the Educational Supervisor. These duties will be agreed jointly with the relevant Head of the School of Public Health.
- Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which the postholder is responsible.
- Undertake an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the General Medical Council (GMC)/General Dental Council (GDC) Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate. In agreement with the DPH, contribute to the wider the public health professional system by becoming an appraiser for a specified period of time.
- In agreement with the DPH contribute as an appraiser to the professional appraisal system.
- Practise in accordance with all relevant sections of the GMC's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UK Public Health Register (UKPHR) requirements.
- Contribute to medical professional leadership within the health system.
- It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.
- Public health practice must be carried out within the ethical framework of the health professions.
- The post-holder will be expected to maintain effective, courageous, and responsible public health advocacy.
- These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

Underpinning much of these duties are public health tasks such as;

- Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.



- Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate
- Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
- Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
- A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health and to formulate clear practical evidence-based recommendations
- The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
- Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform.
- Take part in Wirral Council on call arrangements.

ESSENTIAL ROLE SPECIFIC KNOWLEDGE, EXPERIENCE AND SKILLS

- A relevant public health qualification at degree level and appropriate training and/or experience of Public Health medicine practice.
- Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview)

or

- Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)
- Up to date CPD requirements in accordance with the Faculty of Public Health requirements or other recognised body.

(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 practice).

(If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK Certificate of Completion Training (CCT)).

- High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.
- Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.
- Understanding of the changing nature and future pressures of public health practice and its partners in the national context.
- Ability to evaluate complex information and make collaborative judgements and decisions.



- Experience of leading, providing and commissioning excellent services in public health, including implementing commissioning strategies and plans.
- Demonstrable achievements in partnerships/integrated working.
- Significant experience in the delivery of service improvement and transformation programmes.
- Demonstrable record of delivering significant efficiency savings as a result of more effective commercial, contract and procurement practices whilst maintaining relationships and service levels.
- Proven stakeholder management and engagement skills, combined with a good political acumen and experience.
- Experience of working at a senior level that requires a high level of strategic awareness.
- Experience of establishing, and building effective partnership arrangements.
- Experience of working within a statutory legal and/or regulatory framework.
- Ensuring a best practice performance culture is developed and sustained
- Setting, communicating and monitoring stretching organisational objectives and objectives.
- Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them.
- Formulating risk management plans and creating a positive health and safety culture.
- Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness
- Ability to demonstrate resilience and flexibility of approach and manage uncertainty and ambiguity for themselves and others.
- Ability to identify and implement effective systems to monitor performance.
- Ability to develop and encourage innovative ideas to drive improvement.
- Resilient, tenacious and outcome focussed.

ADDITIONAL INFORMATION

- **Appendix 1: FACULTY OF PUBLIC HEALTH COMPETENCIES**

- **(2015 PH Specialty Training Curriculum)**
- ***Use of public health intelligence to survey and assess a population's health and wellbeing***
- To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.
- ***Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations***
- To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.
- ***Policy and strategy development and implementation***
- To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.



- **Strategic leadership and collaborative working for health**
- To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.
- **Health Improvement, Determinants of Health and Health Communications**
- To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.
- **Health Protection**
- To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response.
- **Health and Care Public Health**
- To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.
- **Academic public health**
- To add an academic perspective to all public health work undertaken. Specifically to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.
- **Professional, personal and ethical development**
- To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify behaviour and to practise within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.
- **Integration and application of competencies for consultant practice**
- To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.

DATE OF APPROVAL: MAY 2022

APPROVED BY: TONY WILLIAMS

