

WORKING FOR WIRRAL

Information Pack

Assistant Director: Consultant in Public Health

Thank you for your interest in this key role at Wirral Council. This pack gives you some information and insight into what it's like to work at Wirral, highlights our offer as one of the largest employers on the borough, our benefits and important information about the role. At Wirral, we want to create, encourage, and foster leadership which positively impacts on the entire borough to truly embrace the idea of how important it is to #BeTheDifference in all aspects of the Council.

We hope this information gives you a snapshot of what makes Wirral so special, what makes our organisation such a great place to work and how we embrace our values in all that we do. The last two years has seen momentous change at Wirral Council, particularly in the development of the Local Plan, which has unlocked many opportunities for the Borough.

As a response to the Covid-19 pandemic, the Council refreshed its corporate plan in 2021, to produce The Wirral Plan 2026. This is focused on many of the health inequalities in the borough. For example, the inequalities in life expectancy at birth sees both male and female residents continuing to compare poorly against the England average, with a large gap in life expectancy between wards in the east and west of Wirral. This gap widened for both men and women between 2015-17 and 2016-18 from 9.3 to 10.7 years for women, and 9.8 to 12.1 years for men, reflecting the large inequalities in the borough. In further trying to understand the challenges of our borough's inequalities, the 2019 Indices of Deprivation saw Wirral ranked the 77th most deprived authority (of 317 authorities) in England. The report found that just over 35% of the Wirral population (around 115,500 people) are suggested to live in areas classified as being in the most deprived 20% of areas in England, with over 83,000 of those residents living in the 10% most deprived.

Our public health service is at the heart of understanding and tackling these issues and addressing the wider determinates of health and wellbeing in Wirral.

<https://www.wirral.gov.uk/health-and-social-care/health-wirral/health-publications>

<https://www.wirralintelligenceservice.org/>

<https://www.cheshireandmerseysidepartnership.co.uk/your-area/wirral/>

We are currently delivering one of the largest, most aspirational regeneration programmes in the country, creating well designed and sustainable neighbourhoods which foster relationships and community, as well as address climate change. Our plans will not only transform the quality of life for our communities but will also tackle the wider determinants of health across the borough.

Welcome:

Thank you for your interest in the Public Health Consultant position at Wirral Council.

There has never been a more exciting time to join Public Health, and as a senior leader at the Council, to be part of our huge ambitions for Wirral. Transforming the health and wellbeing of our population is a major priority for us. The challenges we have faced and met over the last couple of years have provided a strong test and we are very proud of the local response to dealing with the pandemic, including an overwhelming response by Council employees to assist critical front-line services and humanitarian support to our communities and residents. There are further challenges facing our residents, which will give new focus to our plans to transform the quality of life within our local communities and address the health inequalities which exist within the borough.

We are seeking to recruit a Public Health Consultant, to work across our senior leadership team, and wider partnerships. This position will have a key role in health and wellbeing partnership arrangements, and we are therefore seeking a leader who can inspire and engage others to deliver a level of commitment to improve public health outcomes.

This is a fantastic opportunity for a creative and forward-thinking professional to build on our strong track record of successful delivery in an experienced team. This position will be integral to taking forward the public health priorities identified in Wirral's Health and Wellbeing Strategy and the Wirral Plan, by inspiring others, strengthening partnerships, developing work with communities and providing public health leadership for Wirral.

We are looking for candidates who have a broad range of public health knowledge and skills and can provide strong public health leadership, specialist advice and support to a range of public health priorities. Whilst not essential, experience of working in a local authority setting, shaping, and leading public health initiatives in a political environment is desirable. Adaptability and focus on delivery are critical features of this position.

Working to the Director of Public Health, and alongside two experienced Public Health Consultants, you will support the delivery of the ambitions in Wirral's Health and Wellbeing Strategy, support the Place Based Partnership and work with partners to deliver against the local population health outcomes. This role will provide leadership to drive improvements in the health and wellbeing of Wirral residents, to reduce inequalities in health outcomes and work in collaboration to protect local communities from threats to health through infectious diseases, environmental and other public health hazards.

You will provide expert public health advice and leadership to inform an evidence-based approach for commissioning and to ensure high quality equitable services, across public health, the wider council and with our health and community partners.

We are strongly committed to the development of our public health team and as a training location, you will be required to contribute to and support training programmes for Foundation Year Doctors/Specialty Registrars in Public Health, and for the training of other trainees and professionals within the locality. You will need to be included on the United

Kingdom Public Health Register or the General Medical Council (UKPHR/GMC) professional register.

You will be joining a talented and ambitious team of passionate colleagues across the Council who are working to deliver excellence. The Public Health Consultant will work alongside colleagues in the Corporate Management Team, to influence how the whole Council prioritises its plans and delivers them. You will have the opportunity to effect significant change and will advise the Director of Public Health and lead elected members. The role will require deputising for the Director of Public Health as and when required, to lead and manage the Public Health service.

We have huge ambitions for Wirral. To achieve everything we have promised to our residents, we need great people with the compassion and energy to really make a difference to their lives.

We look forward to meeting you.

Dave Bradburn
Director of Public Health

About Wirral:

You're likely to want to know **more about us** and why we believe anything is possible:

- Wirral is a unique place, home to a growing population of over 320,000 people and over 8,000 businesses. Our stunning peninsula extends to 60 square miles, and boasts 25 miles of scenic coastline. It is an area of outstanding natural beauty, packed full of spectacular scenery, with a rich mixture of culture, heritage, and picturesque cottages. Our environment, our parks and our leisure and cultural offer are among the best in the UK. It offers cutting edge technology and executive living along the banks of the river Mersey, overlooking one of the most awe-inspiring views anywhere in the world in the famous Liverpool skyline. We're a stone's throw away from the thriving city of Liverpool and historic Chester. To find out more about what we are doing please visit: <https://wirralview.com/>
- Our vision is to make our borough a more equitable and fairer place to live-and work. To help us achieve this vision we're focused on delivering the five key priorities within [The Wirral Plan](#) and we're proud to say they are a direct result of what our residents, businesses and partners have told us matter most.
- As we strive to tackle inequality in the borough, we've started on the journey of economic transformation. We've delivering ambitious [plans](#) for the transformational regeneration of Birkenhead. The most radical proposals for the town since the 1947 Town Plan and one of the biggest regeneration programmes in the country.
- Our new [Local Plan](#) is being prepared to shape the future of the Borough and sets out how we'll offer a high quality of life, protect the environment, regenerate Birkenhead, better connect the Borough, help our towns flourish, conserve and enhance our rich culture and how, through low carbon neighbourhoods and work opportunities, assist in narrowing the gap between the economically poorest and wealthiest residents.

About working for Wirral:

You'll probably also want to know **what it's like to work here** and how we do things:

- Our values are more than just pieces of paper on our walls. We've all played a role in developing these to reflect the immense pride we have in what we do. They reflect us, what matters to us, what motivates us, what inspires us and how we think, behave and approach things.
- Putting people at the heart of success really is how we do things - we codesign with people who know most about what needs to change. We hold regular staff and manager conferences, we conduct regular staff surveys, and all our managers have meaningful conversations with their staff to talk about wellbeing, support, objectives and opportunities for development.
- As the person leading this organisation Paul, our Chief Executive, understands that an important focus of his role is to ensure we're aligned, have the right conditions, relationships, partnership working, talent, ways of working and culture to support the delivery of the Wirral Plan. Over the summer months we are all playing an important role in supporting this culture to grow even further, by co-designing our People Strategy which will, based on the great practice that already exists here, describe us 'on a good day', what helps us have these 'good days' and how we can use these to have even more 'good day' as we're serious about creating the conditions in which we can all thrive.

And some specifics about how we recognise and reward our people:

Pay – Our salary range for this role is on NHS Band 8d, £79,592 to £91,787, dependant on experience.

Leave – You'll receive a generous annual leave allowance of 32 days leave per year, plus 8 additional public holidays.

How we work – We work a 36-hour week based around a highly flexible and hybrid model of working, giving you the choice of where and how you work. Technology is at the forefront of our modern workforce: we make maximum use of digital technology to ensure that our staff can be flexible and responsive to the needs of our customers and achieve a greater work-life balance.

Development – You'll benefit from our track record of developing, growing and investing in our people. We want to get to know how we can encourage and help you to learn in the flow of work and benefit from the collaborative learning culture that we operate at Wirral.

Support – You'll have access to our fantastic Employee Assistance Programme which offers a confidential service for employees and their families 24hrs a day/7days a week. The programme provides expert advice and counselling in areas such as finances, family and personal problems, work issues, health related problems, childcare and consumer rights.

Benefits – You can take advantage of a range of discounts in over 7,000 outlets on shopping, dining out, theatre, cinema, experiences and much more. Including the opportunity to purchase technology, cars, phones and bicycles. We also offer up to 2 days a year for you to volunteer your time to help, support and to make a difference to the local community.

Pension - Employees have the opportunity to join the Local Government Pension Scheme (LGPS), which is a tax approved occupational pension scheme. Benefits are based on the length of your membership and final salary. As a statutory funded pension scheme covered by legislation, it offers greater security than other pensions.

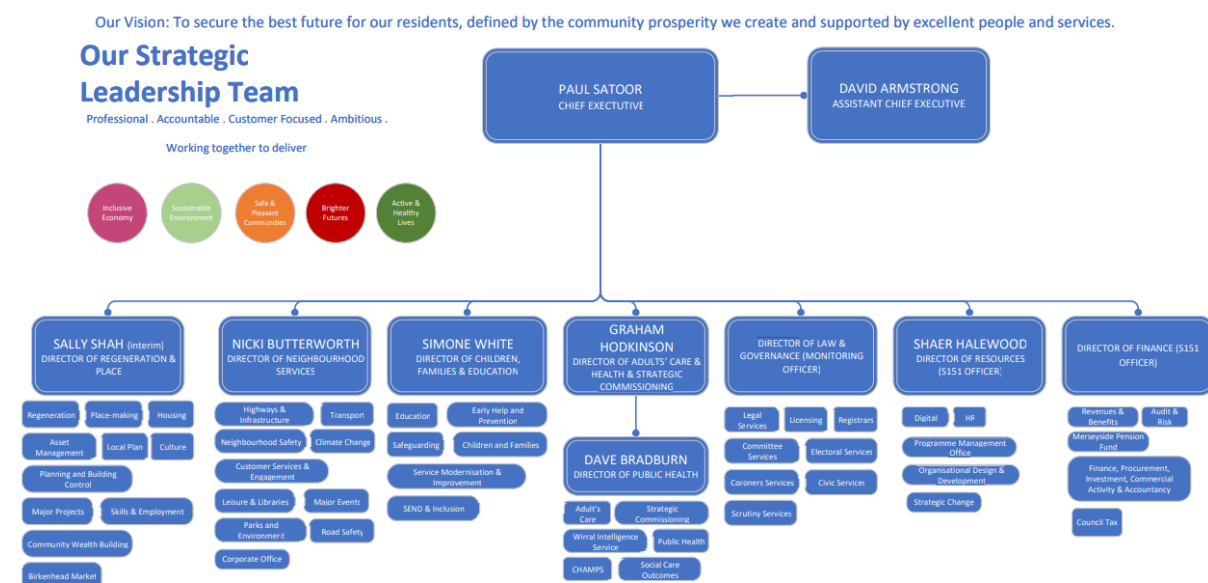
Equality & Diversity - Our people are our greatest asset. We're committed to attracting, recruiting and retaining diverse and talented people. We recognise the need for equality, diversity and inclusion within our workforce and we promote equality and diversity to raise awareness, identify and address any potential barriers or underrepresentation across our organisation.

No unnecessary conditions or requirements will be applied which could have a disproportionately adverse effect on any one group. We are committed to making our recruitment practises barrier-free and as accessible as possible to everyone. This includes making reasonable adjustments or changes throughout the process. If you would like us to do anything differently during the recruitment process or provide any information in an alternative format please contact jenniferwoods@wirral.gov.uk

Our Leadership Team:

We would like to introduce you to the leadership team to give you an overview of how we are organised to achieve all of this:

- Our Elected Members: <http://s03vs-intrcm.core.wcent.wirral.gov.uk/mgMemberIndex.aspx?bcr=1>
- Our Senior Leadership Team and how we're organised to deliver the Wirral Plan:



Hopefully you have found this information useful and decide to make an application to make this easier please see below a summary of some of the important information:

About the process:

We want to be completely transparent about our application process to give you the best chance to really show who you are, why you are suited for the job and how you can really #Bethedifference for Wirral. We've outlined each stage below:

1. **Application** - To apply for this role please complete the online application form on Wirral Jobs Go Public, including your CV and a personal statement by midnight on Tuesday 15 October 2022. Within your personal statement we want to hear about you and your experience. Your personal statement should be no longer than 2500 words and outline how you feel you are suitable for the role and include your personal skills, qualities and experience and provide evidence of your suitability for the role, with reference to the criteria set out in the job description.

We also would like to assess your suitability against our **behaviours** documented in the **Competency Framework** guide. There are seven behaviours in total, but we have asked for examples on just two at this stage, detailed below:

- **Behaviour – Leadership:** Provide an example of when you curated a vision and engaged stakeholders effectively to make this a reality
- **Behaviour - Change Orientation:** Provide an example of when you have had to change direction and/or revisit strategic priorities to respond to an emergent issue to deliver a successful outcome.

2. **Assessment** - We may use **personality psychometric testing (Facet 5)** as part of our assessment approach. If shortlisted, candidates may be required to undertake a personality questionnaire and will receive feedback from an accredited practitioner prior to the assessment centre. The profile will be used to gain a greater insight into candidates and to inform questions. Candidates will be assessed based on their answers to these questions and not on the personality psychometric results.

Shortlisted candidates will take part in further assessment activity which may include **peers, stakeholders, and our senior leadership team.**

Interviews will take place w/c 28 November 2022 and will be a mix of virtual and face-to-face. Please let us know if you have any availability issues during the last week of November and early December.

If you would like additional information about any of the above stages or to request support please contact jennywoods@wirral.gov.uk, or for an informal conversation about the roles ahead of applying we can arrange this with Dave Bradburn, Director of Public Health.

Want to get the best out of you and treat it very much as a two-way process. Finally, we wish you every success in your application and hope to speak to you soon.