

JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: Adult Care & Community Well-being

Job Ref Number: 02742

Service Area: Public Health

Grade: SLB

Job Title: Public Health Consultant / Public Health Consultant (Medicine)

PURPOSE OF JOB:

On behalf of the local authority, the postholder will work closely with the Director of Public Health (DPH) and consultant colleagues to lead the improvement of health and wellbeing outcomes for residents. This role supports the statutory duty of local government to take appropriate steps to improve the health of its population.

The postholder will be responsible for delivering the strategic priorities of both the local authority and the Health and Wellbeing Board. Acting as a catalyst for change, they will drive improvements and support the achievement of relevant outcomes across the public health, NHS and social care frameworks. The role requires effective collaboration across organisational boundaries, with the ability to influence decision-making, resource allocation and budgets within partner organisations. The postholder will also be a strong advocate for change, building partnerships and securing commitment to shared objectives. While the postholder may have direct management responsibility for services and budgets that contribute to these priorities, the role primarily involves broader strategic leadership across the council and partner agencies to achieve improved population health outcomes.

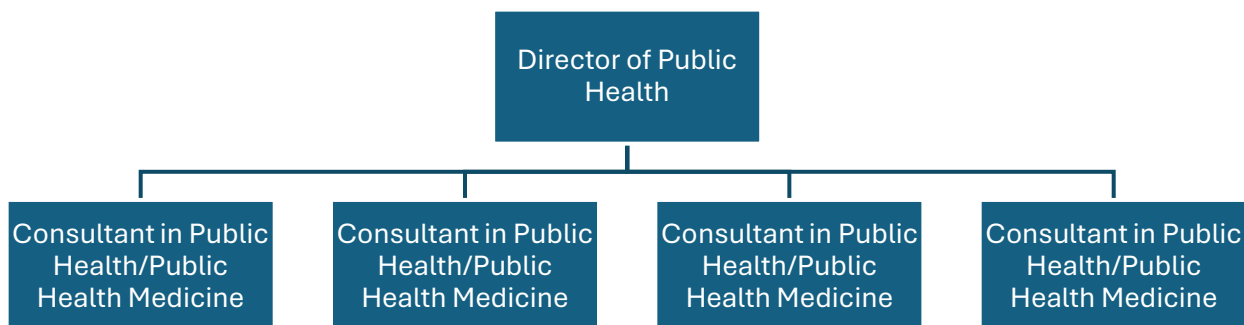
Strategic objectives may include:

- 1.1 On behalf of the authority, taking 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; sexual health services, NHS Health Checks, and specialist public health support to the health and care system. This will include working across organisational boundaries and taking responsibility for the relevant outcome indicators in the UKHSA, OHID, NHS (and Social Care) Outcome frameworks.
- 1.2 Leading 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.
- 1.3 Ensuring the development and maintenance of systems and processes to enable the authority to work with partners to respond to major incidents including health protection threats. He or she on behalf of the authority and the DPH will lead on those aspects that the Secretary of State delegates to the authority. She/he will ensure that partner organisations (UKHSA, OHID, ICBs and NHS England) have appropriate mechanisms, to enable surge capacity to be delivered as and when required.
- 1.4 Leading on improving health and social outcomes for a particular client group; early years, children, working adults, older adults, learning disabilities, mental health etc.

The work will include working across the entire Council, NHS bodies (the Council has a statutory duty to provide public health advice to ICB's and the Health and Well Being Board has a coordinating role for the whole of the health and care system) and other partner agencies. It will also involve influencing 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.

In delivering the strategic objectives the postholder will be expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues. In negotiation with the DPH (&/or the Council), the postholder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. Postholders will be expected to maintain both the general expertise as well as develop topic, based expertise as required by the DPH and will be expected to deputise for the DPH as and when required.

TEAM STRUCTURE



MAIN DUTIES:

	Strategic responsibility and key tasks
1.	Take 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.
2.	Provide briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, ICBs, the 3 rd 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.
3.	Take responsibility for development and implementation 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.
4.	Provide 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 KPIs.
5.	Utilise (and if appropriate develop) 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 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.

6.	Support 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 ICSs, Trusts, the contractor professions, UKHSA and OHID.
7.	Be a link to the local 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.
8.	Take responsibility for the training obligations of the directorate, including becoming an Educational Supervisor. These duties will be agreed jointly with the local Training Network Coordinator and the Training Programme Director(s) for the School of Public Health.
9.	Undertake health needs assessments as required to enable actions to be taken to improve the health of the local population.
10.	Develop prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate.
11.	Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
12.	Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
13.	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.
14.	Understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
15.	Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform.
	Management Arrangements & Responsibilities
16.	To manage staff (including trainees) as required within a matrix working approach with a programme management model.
17.	To manage budgets <i>as required and be an authorised signatory</i> .
18.	To take part in on call arrangements for communicable disease control/health protection/Council strategic/tactical as appropriate depending on local arrangements.
19.	To deputise for the Director of Public Health as required.
	Professional Obligations

20.	These include: Participate in the organisation's staff appraisal scheme and quality improvement programme and ensure appraisal and development of any staff for which s/he is responsible. Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health and management trainees as appropriate, as well as to the training of practitioners and primary care professionals within the locality. 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 GMC/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 General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and 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 postholder will be expected to maintain effective, courageous, and responsible public health advocacy.
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PERSON SPECIFICATION:			
Requirements	Where identified*	Essential	Desirable
Education/Qualifications			
Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists - This entails a masters programme plus further postgraduate medical specialist training.	A	X	
<i>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.</i>	A/Interview	X	
Any public health speciality registrar applicants who are currently on the UK public health training programme and not yet on either the GMC, GDC or UKPHR specialist register must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview. Applicants going through the portfolio registration routes (GMC or UKPHR) are not eligible to be shortlisted for interview until they are included on the register. The six-month rule does not apply to these portfolio route applicants.	A	X	
Meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body.	A	X	
MFPH by examination, by exemption or by assessment.	A		X
Masters in Public Health.	A		X
Personal Qualities			

Able to influence senior members including directors and CEOs.	A/I	X	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues.	A/I	X	
A high level of intellectual rigour, political awareness, negotiation and motivation skills as well as flexibility and sensitivity.	A/I/T/P	X	
A high level of tact, diplomacy and leadership including the commitment to work within a political system irrespective of personal political affiliations and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes.	A/I	X	
Able to deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance, finance system and organisational cultures in addition to multiple and changing demands, and to meet tight deadlines.	A/I/P	X	
Experience			
Delivery of successful change management programmes across organizational boundaries.	A/I	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages.	A/I		X
Experience of using complex information to explain public health issues to a range of audiences.	A/I	X	
Skills			
Strategic thinker with proven leadership skills and operational nous.	A/I	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources.	A/I	X	

Ability to lead and manage the response successfully in unplanned and unforeseen circumstances.	A/I	X	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information.	A/I/T	X	
Ability to design, develop, interpret and implement strategies and policies.	A/I	X	
Knowledge			
In depth understanding of the health and care system and the relationships with both local national government.	A/I/P	X	
In depth knowledge of methods of developing clinical quality assurance, quality improvement , evaluations and evidence based public health practice.	A/I/T	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health).	A/IT	X	

*A = Application form T = Test/Assessment I = Interview P = Presentation

GENERAL

The postholder is required to take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness. The postholder is expected to work to the [Lincolnshire County Council Vision and Values](#) and to carry out the duties in accordance with Lincolnshire County Council policies.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Safeguarding - All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Lincolnshire County Council Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

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.