

Job Description

Job title	Senior Public Health Manager – Physical Activity
Directorate	PEOPLE : Children and Adults
Division	Public Health
Range	MPR 7
Reports to	Head of Service

Main purpose of the job:

Physical Activity is fundamental to people's health and wellbeing, benefiting individuals from childhood through to older age, by reducing the risk of injury or disease, improving mental health, bringing communities together and encouraging connectedness.

The postholder will be focused on increasing physical activity for Medway residents, at both an individual level and population wide level across the life course. They will look to break down barriers to being active and removing the inequalities that exist for people that struggle to access opportunities to engage in physical activity.

The postholder will need to work across the council, sectors and organisations to create a strategic vision to gain buy in to support Medway's goal to move more. In addition, they will work alongside national bodies to influence and engage in best practice for the benefit of residents both within Medway and beyond.

They will manage a team of experts within their field that deliver and oversee specialised interventions for both physical activity and active travel, analysing data to assess need and trends building upon a whole systems approach. They will be required to scope areas of priorities, take responsibility for the development, implementation, and delivery of national, regional and local public health policies and deliver against key public health targets.

Manage public health personnel, provide public health advice and leadership to the integrated public health team and support the Head of Service and Public Health Consultant & Strategic Health of Service and Director of Public Health Directorate Management Team.

Have responsibility for delivering the service plan targets and priorities and supporting the department to achieve its strategic ambition of reducing health inequalities and improving the health and wellbeing of Medway residents. This will require a wide range of strategic work and liaising with key partners and stakeholders in a way that promotes the vision and values of the Council to realise this ambition, while embedding health and wellbeing across the system.

Liaise with stakeholders in a way that promotes the [vision and values](#) of the Council.

Accountabilities and outcomes:

Manage and motivate team and individual performance, providing direction and leadership, undertaking staff appraisals, addressing welfare, capability and disciplinary issues, and advising on personal development, training and coaching.

Influence internal and external stakeholders to support the public health agenda, encouraging all partners to make health and wellbeing their business and to protect the public from environmental hazards, communicable disease and other health hazards while reducing inequality in risk exposure and outcomes

Support the Head of Service to deliver the Public Health business and service plan, ensuring performance targets are set annually, reviewed throughout the year and outcomes reported to the Directorate Management Team.

Demonstrate a commitment to equality and diversity, identifying service strategies to deliver equitable and fair services for users and employees, challenging discriminatory practices and actively managing and promoting diversity. This will include working within professional and ethical boundaries while promoting population health and wellbeing, and addressing health inequalities.

Support the Head of Service to operate within budget, identifying financial risks and opportunities for the service.

Deputise for the Head of Service at appropriate meetings and act as service manager in their absence to ensure effective continuity of service.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Development Framework.

To actively promote the Council's Fair Access, Diversity and Inclusion Policy and observe the standard of conduct which prevents discrimination taking place.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Organisation:

This role reports to the Head of Service.

The post holder will have line management responsibility.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.



medway.gov.uk

   Medway Council

Medway
COUNCIL
Serving You

Person Specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

- Educated to degree level

Level B (in addition)

- Evidence of CPD

Level C (in addition)

- Evidence of CPD
-

Knowledge

Level A

- Knowledge of health and social care policy and local authority/public sector regulations and inspection regimes
- An understanding of principles of data quality, data protection and information sharing and how to apply them
- A developed understanding of Council policies and procedures, relevant to role.
- Knowledge of the Council's financial regulations and processes.
- Has an awareness of national, regional, and local public health policy and strategies relating to own area of work and how these inform their work.

Level B (in addition)

- A good understanding of measuring and monitoring population health and wellbeing, health needs, risks, inequalities and use of services
- A good understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities
- Is fully conversant with national, regional, and local public health policy and strategies and how these apply to and impact own area of work.

Level C (in addition)

- A developed understanding of measuring and monitoring population health and wellbeing, health needs, risks, inequalities and use of services
 - A developed understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities
 - Extensive knowledge of working with and through policies and strategies to improve health outcomes
 - Knows how to leverage national, regional, and local public health policies and strategies to influence inter-agency and interdisciplinary strategic plans and programmes leading to improvement of population health and wellbeing.
-



medway.gov.uk

   Medway Council

Medway
COUNCIL
Serving You

Experience

Level A

Demonstrable and significant experience in public health setting.

- Experience and successful track record in leading, managing and empowering staff to deliver whole system and outcomes focused approaches to commissioning, working in a competitive contract culture to improve health outcomes and reduce health inequalities. Building staff resilience in managing complex issues across multi-agency partners
- Experience in the preparation of reports for senior management
- Experience of managing budgets, commissioning services and ensuring value for money
- Experience of public health strategy development.
- Experience of implementing and monitoring public health strategy and targets in relation to specialist work area.
- Experience of contract management.
- Experience of seeking out public health best practice/guidance, critically appraising, and developing this into local practice.
-

Level B (in addition)

- Experience of leading projects or programmes ideally across both health and social care with a proven and successful track record in delivering improved outcomes, savings and effective management of risk
- Experience of providing leadership to drive improvement in health outcomes and the reduction in health inequalities
- Demonstrable ability to contribute to the ongoing development and achievement of the strategic vision for the service
- Experience of designing and managing projects and programmes to improve health and reduce health inequalities
- Experience of implementing national policies and strategies at a local level and successfully managing challenges and barriers that can affect positive outcomes.

Level C (in addition)

- Extensive experience of leading large scale programmes, ideally across both health and social care, with a proven and successful track record in delivering improved outcomes, savings and effective management of risk
- Extensive experience of providing leadership in a matrix working environment to drive improvement in health outcomes and the reduction in health inequalities

- Experience in influencing system partners in ensuring public health objectives relating to own area of work are included in local and regional policies and strategies, and successfully managing any contentious issues when these arise.

Skills

Level A

- Proficient in the use of Microsoft Word, Excel and Outlook
- Full driving valid for use in the UK and access to own transport for work purposes or able to travel to relevant destination on time
- Strong commercial acumen and excellent financial management skills relevant to the realm of social care and health and ability to identify and achieve savings and robustly manage budgets
- Possess, and display, high levels of autonomy and initiative.
- Able to work collaboratively across agencies and boundaries to improve health outcomes and reduce inequalities
- Effective communication skills, including oral, written, presentation, briefing and influencing others
- Ability to audit evaluate and re design services to improve health outcomes and reduce health inequalities
- Excellent organisation and prioritisation skills with ability to balance a number of competing priorities including the routine, strategic and the urgent operational aspects of the role
- Ability to work to and for the evidence base, conduct research and provide informed advice
- Ability to Inform and engage with elected members
- Ability to communicate with others to improve health outcomes and reduce health inequalities

Level B (in addition)

- Ability to build and maintain supportive and empathic relationships, securing stakeholder support and commitment to a course of action or different way of thinking by listening, presenting ideas convincingly and persuasively.
- Ability to embed a customer focused culture through robust service user engagement and to drive forward continuous service improvements for the benefit of service users
- Ability to identify opportunities to optimise outcomes through implementation of national, regional, and local public policies and initiate actions to enhance population health and wellbeing.

Level C (in addition)

- Demonstrable expertise in prioritising and managing resources at a population/systems level to achieve equitable health outcomes and return on investment

- Demonstrable expertise in working in political and democratic systems and with a range of organisation cultures to improve health outcomes and reduce health inequalities
- Able to lead major negotiations with internal and external system partners to deliver outcomes set out in national, regional, and local public health policies and strategies



medway.gov.uk

   Medway Council

Medway
COUNCIL
Serving You