# MEDWAY COUNCIL - JOB PROFILE

## Job Description

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| **Job Title** | **Programme Manager – Health & Wellbeing** |
| **Directorate** | **PEOPLE: Children and Adults** |
| **Division** | **Public Health** |
| **Range** | **MPR 6** |
| **Reports to** | **Senior Public Health Manager** |

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### Main purpose of job

To lead and coordinate the development, implementation, delivery and evaluation of evidence-based public health programmes relating to tobacco control, smoking cessation and cardiovascular disease prevention, ensuring effective partnership working, service improvement and community engagement that improves health outcomes, reduces health inequalities and supports the achievement of local, regional and national public health priorities.

To work in the context of Medway's 'Joint Local Health & Wellbeing Strategy' and focus on the delivery of outcomes in the Public Health Outcomes Framework. To act as the focal point for partnership development and networking for the service area and support Medway Council to achieve their strategic and overarching objectives.

The role will involve liaising with service users 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, in order to maximise performance from individuals, satisfy personal aspirations, ensure that staff fulfil their potential and to deliver successful public health projects and programmes to improve the health and wellbeing of residents.

Lead the development, implementation and evaluation of tobacco control, smoking cessation and cardiovascular disease prevention programmes, ensuring delivery is evidence-based, aligned to national and local priorities, and achieves measurable improvements in population health.

Manage the performance and quality of commissioned services and projects, ensuring contractual requirements, performance targets, quality standards and value-for-money outcomes are achieved.

Develop and maintain effective partnerships with health, local authority, enforcement, community and regional stakeholders to deliver coordinated public health and tobacco control interventions, including action to address illicit tobacco and underage sales, maximising impact and improving outcomes for residents.

Provide specialist advice, guidance and leadership on tobacco control, smoking cessation and cardiovascular disease prevention, influencing policy, practice and decision-making across organisations and partnerships.

Design and deliver training, presentations, educational resources and engagement initiatives for professional and public audiences, increasing awareness, capability and participation in health improvement programmes.

Analyse and interpret public health intelligence, service performance and population health data to identify need, assess outcomes and inform the continuous improvement, targeting and development of services and interventions.

Represent the Council at local, regional and national meetings, networks and partnerships, promoting best practice, influencing strategic developments and securing collaborative action that reduces health inequalities and improves the health and wellbeing of Medway residents.

At manager's discretion, other activities may be assigned that fit the job description.

## 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 Senior Public Health Manager.

The post holder will have line management responsibility and will be required to direct, coordinate or train other employees.

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.

## Person Specification

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

## Qualifications

### Level A

- Educated to degree level or equivalent in relevant discipline.

### Level B (in addition)

- Evidence of CPD

### Level C (in addition)

- Evidence of CPD

## Knowledge

### Level A

- Knowledge of the full range of procedures, policies and concepts involved in the role.
- Knows how to undertake work of a complex nature, which requires advanced/high level knowledge of policies, procedures and best practice in their own and related areas, as required.
- Is proactive in keeping abreast of developments in their area of work, sharing best practice and learning.

### Level B (in addition)

- Shows a good understanding of the technical/specialist or service specific practices and procedures required for the role, including performance monitoring and evaluation.
- Knowledge of public health policies, procedures and local authority/public sector regulations, and inspection regimes, specialist knowledge of service area.
- Understanding of how to effectively undertake work of a complex and diverse nature, which requires advanced/high level knowledge with the public health discipline relevant to their role.
- Has up to date knowledge of latest research and evidence.

### Level C (in addition)

- A developed understanding of the end-to-end design, delivery, and evaluation of health and social care service projects. This includes translating objectives into measurable outcomes, developing robust specifications, and applying evidence-based methodologies to assess service impact, value for money, and continuous improvement.
- Developed knowledge of working with and through policies and strategies to improve commissioning outcomes.
- Knowledge required to contribute to the development of improved services/policies/procedures
- A good understanding of measuring and monitoring population health and wellbeing, health needs, risks, inequalities and use of services.

## Experience

### Level A

- Demonstrable experience of working in project management in a health or social care setting or other area relevant to the role.
- Experience of inter-agency working with broad range of statutory and non-statutory organisations.
- Strong commercial acumen and excellent financial management skills relevant to the realm of public health and ability to identify and achieve savings.

- Experience in connecting communities, groups, and individuals to local resources and services that support their health and wellbeing.
- Experience of dealing with difficult issues and resolving conflict that may arise from time to time with external contractors, staff and/or service users in a calm and constructive way.
- Experience and successful track record in managing and motivating a team to deliver outcomes focused approaches to public health that deliver intended objectives, savings and performance targets.

### Level B (in addition)

- Experience of influencing and coordinating other organisations and agencies to increase their engagement with health and wellbeing, ill health prevention and health inequalities.
- Experience of building alliances and partnerships to plan and implement programmes and services that share goals and priorities.
- Experience of evaluating partnerships and addressing barriers to successful collaboration.
- Experience of collaborating to create new solutions to complex problems by promoting innovation and the sharing of ideas, practices, resources, leadership and learning.
- Proven experience in independently managing team performance, including conducting appraisals, managing absence and welfare issues, and coaching staff to support their development and achieve performance objectives.

### Level C (in addition)

- Experience of conducting formal project evaluations and/or research projects.
- Experienced in developing long and short-term plans which align to the wider service plan and demonstrable experience of setting clear boundaries for responsibility to ensure individual development is linked to this.
- Experienced in leading multi-disciplinary teams, embedding a strong performance culture and workforce strategy, and developing others through leadership coaching and succession planning, while effectively managing complex people-related issues.

## Skills

### Level A

- Proficient in the use of Microsoft Word, Excel, PowerPoint, Teams and Outlook.
- Promote ethical practice with an understanding of the ethical dilemmas that might be faced when delivering services.
- Can analyse and interpret complex technical, procedural, or specialist information and compose correspondence and reports, using technology as required.
- Identify data needs and obtain, verify, and organise that data and information.
- Manages data and information in compliance with policy and protocol.

- Collate and analyse data to produce intelligence that informs decision making, planning, implementation, performance monitoring and evaluation.
- Predict future data needs and develop data capture methods to obtain it.
- Quality assure and audit services and interventions to control risks and improve their quality and effectiveness.
- Ability to work collaboratively and build sound and productive working relationships with colleagues, partners and staff groups and can engage others in a credible, persuasive way.
- Clear and effective communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders.
- Advocate commissioning principles and action to deliver improved health outcomes.
- Possess, and display, high levels of autonomy and initiative.
- Act with integrity, consistency and purpose, and continues own personal development.
- Facilitate change (behavioural and/or cultural), in organisations, communities, and/or individuals.
- Engage stakeholders, (including service users), in service design and development, to deliver accessible and equitable person-centred services.
- Specify and agree service requirements and measurable performance indicators to ensure quality provision and delivery of desired outcomes.
- Adapt to change, manage uncertainty, solve problems, and align clear goals with lines of accountability in complex and unpredictable environments.
- Manage public perception and convey key messages using a range of media processes.
- Manage programme/project schedule(s), resource, budget and scope, accommodating changes with a robust change control process. This includes skills in project planning, execution and evaluation.
- The postholder should be able to occasionally assemble and move heavy or awkward objects such as display boards, leaflets, and other resources, with the use of available aids or assistance as needed.

### Level B (in addition)

- Identify and apply ethical frameworks when faced with difficult decisions when promoting the public's health and reduced inequalities.
- Ability to audit evaluate and re design services to improve health outcomes and reduce health inequalities.
- Mitigate risks using different approaches such as legislation, licensing, policy, education, fiscal measures.
- Access and appraise evidence gained through systematic methods and through engagement with the wider research community.
- Set service priorities, balancing needs with the evidence base and the economic case for investment.
- Able to engage others, build relationships, manage conflict, encourage contribution and sustain commitment to deliver shared objectives.

- Communicate sometimes complex information and concepts (including health outcomes, inequalities and life expectancy) to a diverse range of audiences using different methods.
- To demonstrate awareness of and sensitivity to cultural subtleties when working with diverse communities.
- Apply the principles of social marketing and/or behavioural science to reach specific groups and communities with enabling information and ideas.
- Scope programmes/projects stating the case for investment, the aims, objectives and milestones.
- Prioritise, align and deploy resources towards clear strategic goals and objectives.
- Able to apply knowledge of latest research and evidence to own practice

### Level C (in addition)

- Apply research techniques and principles to the evaluation of local services and interventions to establish local evidence of effectiveness.
- Appraise new technologies, therapies, procedures and interventions and the implications for developing cost-effective equitable services.
- Assess the impact and benefits of services, associated policies and strategies, on the public's health and health inequalities.
- Monitor and report on the progress and outcomes of strategy and policy implementation, making recommendations for improvement.
- Work to understand, and help others understand, political and democratic processes that can be used to support health and wellbeing and reduce inequalities.
- Consult and listen to individuals, groups, and communities likely to be affected by new services or a change to existing services.
- Respond constructively to political and other tensions while encouraging a focus on the interests of service users.
- Seek independent assurance throughout programme/project planning and processes within organisational governance frameworks.