

MEDWAY COUNCIL - JOB PROFILE

Job Description

Job Title	Senior Public Health Practitioner
Directorate	PEOPLE: Children and Adults
Division	Public Health
Range	MPR 5
Reports to	Project/Programme Manager

Main purpose of job

To provide intensive, person-centred support for adults with complex obesity and related health conditions, using behavioural and motivational techniques to promote healthy lifestyles, improve wellbeing, and reduce health inequalities. This includes delivering a structured weight management intervention and contributing to public health programmes within the community.

Work in the context of Medway's 'Joint Local Health & Wellbeing Strategy' and the [Public Health Outcomes Framework](#) to reduce health inequalities.

The role will involve liaising with stakeholders in a way that promotes the [vision and values](#) of the Council.

Accountabilities and Outcomes

Establish and maintain trusted relationships with service users through consistent engagement, delivering comprehensive health and psychological screening and providing tailored emotional support and practical guidance on healthy eating and physical activity. This will include working with the Supporting Healthy Weight Team to deliver a holistic, evidence-based approach, incorporating wellbeing questionnaires and physical measurements (such as blood pressure, height, and weight) to empower individuals to make sustainable lifestyle changes and improve long-term health outcomes.

Deliver support to clients with co-morbidities or those who have not responded to previous interventions, applying behavioural strategies and motivational interviewing techniques to drive positive lifestyle changes.

Contribute to the development, implementation, delivery, and evaluation of Public Health programmes to meet identified needs and priorities contributing to health improvement, reduction in health inequalities and ensure compliance with statutory legislation and practice requirements, including mandatory training.

Provide specialist advice and support to others in the development of knowledge, understanding and skills in collaborative working for health improvement, advocating public health principles and action to protect and improve health and wellbeing.

Ensure accurate administration of course-related processes, including data collection and communication with clients, healthcare professionals, and Public Health teams, to enable smooth delivery and effective coordination of health improvement programmes.

Demonstrate 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 acting with integrity, consistency and purpose, and take responsibility for own personal development, ensuring that service specific knowledge and understanding is maintained and developed.

Develop personal professional practice, adhering to professional codes of conduct, occupational membership codes, employer behaviour frameworks and practice standards and working within professional and ethical boundaries while promoting population health and wellbeing and addressing health inequalities.

Contribute to the planning, implementation, and evaluation of a range of public health programmes to support individuals with severe and complex obesity in accessing the Public Health Adult Weight Management Service.

At the discretion of the line manager, 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 Project/Programme Manager.

The post holder may be required to line manage others and will also direct, coordinate, or train other employees as required.

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

- Registered Nursing/Dietetics degree, UKPHR, or equivalent professional qualification.

Level B (in addition)

- Working towards RSPH Level 2 award in supporting behaviour change.

Level C (in addition)

- Evidence of CPD

Knowledge

Level A

- knowledge of physical health indicators to work autonomously and to make clinical decisions in the best interests of the service user.
- Shows a good understanding of the technical/specialist or service specific practices and procedures required for the role, including performance monitoring and evaluation.
- An understanding of designing and managing projects to improve health and reduce inequalities.
- Demonstrate an understanding of the organisation's priorities.
- A full understanding of the etiology of obesity, barriers facing adults in achieving a healthy weight, emotional issues that can impact on people achieving their goals.
- A good knowledge of healthy eating messages, and the wider determinants of health.

Level B (in addition)

- Awareness of common methods for assessing health and lifestyle behaviours.
- Demonstrate an understanding of the organisation's priorities and how this role contributes to the priorities.
- Confidently provides good quality advice and guidance based on specialist/technical knowledge.
- A solid understanding of how to promote population and community HWB addressing the wider determinants of health and health inequalities.

Level C (in addition)

- Demonstrates knowledge of the full range of procedures, policies, and concepts involved in the role.
- A developed understanding of measuring and monitoring population health and wellbeing, health needs, risks, inequalities, and use of services.
- Developed knowledge of working with and through policies and strategies to improve health outcomes.

Experience

Level A

- Demonstrable experience of working in a public health setting.
- Experience in administering psychological screening tools and of delivering complex weight management and behaviour change support interventions.
- Experience of delivering health improvement interventions (particularly relating to obesity) in a variety of healthcare & community settings.
- Experience of facilitating change (behavioural and/or cultural) in organisations, communities and/or individuals.
- Experience of managing barriers to change.
- Experience of working in a multi-disciplinary team and providing line management or supervisory direction and guidance to other staff.
- Demonstrable experience of using data and intelligence to inform decision making and find creative solutions.
- Experience in connecting communities, groups, and individuals to local resources and services that support their health and wellbeing.
- Experience of adapting to change, managing uncertainty, solving problems, aligning clear goals with lines of accountability in complex and unpredictable environments.
- Demonstrable experience of supervising others, with the ability to provide direction, empower people to achieve objectives, and be accountable for team members' actions.
- Experience of analysis and report writing.

Level B (in addition)

- Experience of providing emotional support to individuals with complex needs, using a variety of behaviour change approaches.
- 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.
- Experienced in developing and implementing clear and well thought out plans for the medium term (several months up to a year), to ensure that work is completed to the standard and timescale required. Take into account risks, resources, and stakeholder expectations.
- Experience of influencing and coordinating other organisations and agencies to increase their engagement with health and wellbeing, ill health prevention and health inequalities.
- Proven track record of meeting challenging targets.
- Experience of dealing with difficult issues that may arise from time to time with external contractors, staff and/or service users in a calm and constructive way.
- Experience of developing and delivering education, training, and group facilitation

Level C (in addition)

- Experience of conducting formal project evaluations and/or research projects.
- Extensive experience of taking initiative in situations, able to identify own development needs and able to coach and work with others to share best practice and new knowledge.
- Experience of appraising new technologies, therapies, procedures and interventions and the implications for developing cost-effective equitable services.
- Experience of quality assuring and auditing services and interventions to control risks and improve their quality and effectiveness.

Skills

Level A

- Proficient in the use of Microsoft Word, Excel, PowerPoint, Teams and Outlook.
- Full driving valid for use in the UK or ability to travel to relevant destination on time.
- Promote ethical practice with an understanding of the ethical dilemmas that might be faced when promoting population health and reducing health inequalities.
- Ability to record highly accurate patient notes (both hand-written and electronic), adhering to all clinical governance standards.
- Excellent communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders.
- Facilitate change (behavioural and/or cultural), in organisations, communities, and/or individuals.
- Develop and/or implement standards, protocols, and procedures, incorporating national 'best practice' guidance into local delivery systems.
- Collate and analyse data to produce intelligence that informs decision making, planning, implementation, performance monitoring and evaluation.
- Able to manage projects, assessing and taking account of known risks, able to adapt to changes and problems along the way.
- Initiate and/or support action to create environments that facilitate and enable health and wellbeing for individuals, groups, and communities.
- The postholder should be able to occasionally assemble and move heavy or awkward objects such as display boards, leaflets, and other resources, with assistance as needed.

Level B (in addition)

- Respond constructively to political and other tensions while encouraging a focus on the interests of the public's health.
- Engage stakeholders (including service users), in service design and development, to deliver accessible and equitable person-centred services.

- Communicate sometimes complex information and concepts (including health outcomes, inequalities and life expectancy) to a diversity of audiences using different methods.
- Can confidently provide good quality advice and guidance based on specialist/technical knowledge.
- Seek independent assurance throughout programme/project planning and processes within organisational governance frameworks.
- Access and appraise evidence gained through systematic methods and through engagement with the wider research community.
- Consult and listen to individuals, groups, and communities likely to be affected by planned intervention or change.
- Strong communication and negotiations skills when working with service users, that supports personal choice, assesses potential consequences and ensures patients understand the impact their choices may have on their health and wellbeing.

Level C (in addition)

- Monitor and report on the progress and outcomes of strategy and policy implementation making recommendations for improvement.
- Critique published and unpublished research, synthesise the evidence and draw appropriate conclusions.
- Apply research techniques and principles to the evaluation of local services and interventions to establish local evidence of effectiveness.
- Work to understand, and help others to understand, political and democratic processes that can be used to support health and wellbeing and reduce inequalities.
- Design and conduct public health research based on current best practice and involving practitioners and the public.
- Engage stakeholders (including service users), in service design and development, to deliver accessible and equitable person-centred services.