

Job Description

Job title	Senior Public Health Project Officer – Workforce Development
Directorate	Children and Adults
Division	Public Health
Range	MPR 5
Reports to	Public Health Programme Manager

Main purpose of the job:

To lead the design, delivery, and evaluation of targeted training and public health initiatives that build workforce capacity, enhance parental engagement, and improve outcomes for families and children across Family Hubs, Early Years, and related settings.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

Accountabilities and outcomes:

Design, deliver, and evaluate targeted training programmes to build capability across Family Hubs, Early Years, education, clinical, and voluntary settings which support early intervention, enhance parental engagement, and equip professionals with the knowledge and skills to deliver high-quality, evidence-informed support to families. This includes training on perinatal and infant mental health, managing difficult conversations with parents, and promoting evidence-based parenting courses and developing formal presentations and modules for a range of stakeholders, including GPs, senior managers, and local authority teams, ensuring compliance with statutory and mandatory training requirements.

Conduct needs assessments and make recommendations for a refresh of training for evidence-based interventions, undertaking thorough needs assessments to evaluate and update training for staff delivering interventions for children aged 2-4 years in Children’s Hubs and childcare settings. This also includes making recommendations for a targeted training portfolio to address identified gaps, ensuring staff are equipped to deliver high-quality, evidence-based interventions that meet the needs of young children and their families.

Manage and motivate team and individual performance, providing direction and leadership, undertaking staff appraisals, addressing welfare, capability and disciplinary issues, advising on personal development, training and coaching in order to foster a high-performing and resilient workforce

Medway Council Job Profile

Design, implement, monitor, and evaluate evidence-based public health projects aligned with national and local strategies to improve population health and reduce inequalities, while maintaining professional and ethical standards.

Represent the Council at local, regional, and national steering groups, networks, and meetings, upholding professional standards and codes of conduct, collaborating with internal teams and external partners to identify public health priorities, develop joint action plans, and advocate for initiatives that protect and improve population health and wellbeing. This will include using influence and partnership working to deliver outcomes that reflect local needs and support the Council's strategic objectives.

Support the delivery of national and local targets through working with system partners and community-based assets to deliver against project schedule(s) and targets, keeping within resources, budget, and scope and operating within the decision making, administrative and reporting processes that support political and democratic systems.

Apply behavioural science and social marketing approaches to engage target communities with enabling information and services, raising awareness of 'A Better Medway Lifestyle Services' and improving health outcomes.

Champion equality, diversity, and inclusion in service design and delivery by identifying strategies to ensure fair access, challenging discriminatory practices, and promoting inclusive workforce and service cultures.

Take responsibility for personal development and professional integrity by maintaining up-to-date service-specific knowledge and consistently acting with purpose and accountability in line with organisational values.

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.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

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

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

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.

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

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand in the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Public Health Programme Manager.

The post holder will have line management responsibility.

The post holder will need 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 should be considered essential requirements.

Qualifications

Level A

- Minimum of 5 GCSE's (grades 4-9) including English & Maths or equivalent

Level B (in addition to level A criteria)

- Evidence of continued professional development

Level C (in addition to levels A and B)

- Evidence of continued professional development

Knowledge

Level A

- Shows a good understanding of the technical/specialist or service specific practices and procedures required for the role, including performance monitoring cost and budget management and project evaluation.
- An understanding of designing and managing projects to improve health and reduce inequalities.
- Demonstrate an understanding of the organisation's priorities.
- An understanding of contractor relationship management.
- Understanding of policies and strategies and how to apply to day to day role.
- Knowledge of line management principles and processes.

Level B (in addition to level A criteria)

- Demonstrate an understanding of the organisation's priorities and how this role contributes to the priorities.
- An understanding of how to leverage organisational priorities, policies and strategies to leverage mutually beneficial outcomes.
- 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 to levels A and B)

- 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.
- Knows how to work autonomously to seek out new partnerships and gain agreement for joint, mutually beneficially projects.
- Knows how to engage, direct, and motivate a team

Experience

Level A

- Demonstrable experience of working in a public health setting. Demonstrable experience of using data and intelligence to inform decision making and find creative solutions.
- Experience of analysis and report writing to a standard appropriate for senior management.

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- Experience of developing and implementing clear and well thought out plans, taking 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.
- Experience in connecting communities, groups, and individuals to local resources and services that support their health and wellbeing.
- Experience of developing and delivering education, training, and group facilitation
- Proven track record of meeting challenging targets.
- Experience of contractor relationship management.
- 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 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.
- 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.

Level B (in addition to level A criteria)

- 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.
- Can develop plans for the medium term (several months up to a year), to ensure that work is completed to the standard and timescale required.
- Experience of report writing to a standard that is appropriate for representing the council at external system partner forums.

Level C (in addition to levels A and B)

- 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 presenting findings/ updates/ developments to a wide audience, including senior management internal and external stakeholders, system partners.
- Demonstrable experience of team leadership.

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.
- 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.

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- Excellent communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders.
- Initiate and/or support action to create environments that facilitate and enable health and wellbeing for individuals, groups, and communities.
- 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.
- Manage public perception and convey key messages using a range of media processes.
- 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.
- Able to provide constructive feedback on team and individual performance, recognising and celebrating success, challenging poor performance and conduct issues appropriately and encouraging staff to put forward ideas of how work should be done and acting on those ideas whenever possible.

Level B (in addition to level A criteria)

- 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.
- Seek independent assurance throughout programme/project planning and processes within organisational governance frameworks.

Level C (in addition to levels A and B)

- 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.
- Design and conduct public health research based on current best practice and involving practitioners and the public.
- 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.
- Develops high performing, motivated teams, encouraging the development of skills, experience, and ambition of others at all levels to enhance flexibility of services.