

Job Description

Job title	Senior PH Manager Best Start in Life
Directorate	Children and Adults
Division	Public Health
Range	MPR 7
Reports to	Head of Public Health Programmes

Main purpose of the job:

Provide strategic and operational leadership to deliver Medway’s Best Start in Life programme, ensuring every child has the foundations for lifelong health and wellbeing. Lead a multidisciplinary workforce, drive implementation of the Medway Model, and champion cross-sector collaboration to achieve ambitious early years development targets. Lead a team made up of direct employees, embedded workers from commissioned organisations and co-located partners to develop that multiagency team to provide holistic universal support for children and their families.

Influence stakeholders, align public health priorities, and oversee commissioning to deliver sustainable, high-quality services that reduce health inequalities. Acting as a key partner across education, social care, and voluntary sectors, the role ensures health and wellbeing are embedded throughout local systems, while upholding equality, diversity, and the Council’s vision and values.

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

Accountabilities and outcomes:

Lead and empower a multidisciplinary workforce to deliver the Best Start in Life programme, providing clear direction, fostering professional growth, and championing cross-sector collaboration, to ensure excellence in performance and create lasting improvements in health and wellbeing.

Direct and deliver the implementation of the Medway Model for Best Start in Life, driving milestone achievements toward 75% Good Levels of Development by the end of Reception year, while delivering national, regional, and local public health priorities through strategic, inter-agency plans that advance health, wellbeing, and prevention for every child.

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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

Work in collaboration with partners to implement the public health service plan, align performance goals, and co-create solutions that reduce health inequalities and promote wellbeing throughout Medway. This will include working closely with the Senior Public Health Manager for Healthy Child Partnerships to ensure a comprehensive system is being delivered across the area.

Deliver the service plan targets and priorities and support 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.

Work closely with Family Solutions, Children's Social care, Education and SEND teams to ensure the BSIL programme is fully embedded in the existing Family Hubs and Wellbeing Centres and with the Early Years and voluntary sectors to upskill the workforce and make additional resources available to them to give pre-school children the best start in life.

Support the Healthy Child Partnerships team commission services via ITQ and ITT and procure smaller contracts via Quick Quote, ensuring timely, cost-effective delivery of high-quality services that improve child health outcomes.

Support the Head of Service in delivering the Public Health business and service plan by managing budgets, identifying financial risks and opportunities, ensuring performance targets are set and reviewed throughout the year and outcomes reported to the Directorate Management Team. This will also include deputising when required to maintain continuity and achieve sustainable, high-quality services that deliver measurable improvements in children's health and life chances.

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.

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.

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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.

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 Head of Public Health Programmes.

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

- Educated to degree level in Public Health, Education, Integrated Centre Leadership or child development

Level B (in addition to level A criteria)

- Evidence of ongoing CPD

Level C (in addition to levels A and B)

Knowledge

Level A

- Knowledge of health and social care policies, procedures and local authority/public sector regulations and inspection regimes, specialist knowledge of commissioning area.
- 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 relating to own area of work and strategies and how these inform their work.

Level B (in addition to level A criteria)

- 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 to levels A and B)

- 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.

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. This includes building staff resilience in managing complex issues across multi-agency partners

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- 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 to level A criteria)

- 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.
- Experienced in contributing 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 to levels A and B)

- 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, PowerPoint, Excel, Teams and Outlook
- Full driving licence 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
- 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.
- Possess, and display, high levels of autonomy and initiative.

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- Ability to communicate with others to improve health outcomes and reduce health inequalities.

Skills

- Proficient in the use of Microsoft Word, Excel, PowerPoint, Teams and Outlook
- Full driving valid for use in the UK and access to own transport for work purposes or ability to travel to relevant destination on time.
- Excellent report writing skills, including the ability to interpret and present data and information (both qualitative and quantitative)
- Ability to audit evaluate and re design services to improve health outcomes and reduce health inequalities.
- Excellent analytical skills and able to work to and for the evidence base, conduct research and provide informed advice, using intelligence effectively to interpret and apply it to support commissioning activity.
- Excellent communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders. This will include engaging with providers, service users, carers and public in the development of plans and service specifications; through focused service user forums, questionnaires or attendance at established service user groups
- 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.
- Demonstrates the ability to deal with very high levels of work-related pressure, for example, from deadlines, interruptions or conflicting demands.
- Demonstrable ability to analyse and interpret very varied and highly complex information and develop strategies and solutions for long term plans.
- Possesses, and displays, high levels of autonomy and initiative.
- Excellent organisational and prioritisation skills with ability to balance a number of competing priorities including daily operational aspects of the role.
- Able to maintain a high level of self-motivation, with the capacity to reflect upon and review own effectiveness and engage in a process of continuing professional development.

Level B (in addition to level A criteria)

- 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 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 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 to levels A and B)

- 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.