

MEDWAY COUNCIL - JOB PROFILE

DESIGNATION	Consultant in Public Health
DIRECTORATE	Children & Adults
DEPARTMENT	Public Health
RESPONSIBLE TO	Director of Public Health
GRADE	Strategic Service Manager/Consultant in Public Health

1. MAIN PURPOSE OF JOB

On behalf of the local authority, the post-holder, working with the DPH and other consultant colleagues, will lead on improving the health and wellbeing of the residents of Medway. This responsibility is underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve health of its residents. The post-holder will take responsibility for a portfolio of work—defined below but may be changed based on interests and needs of the local authority and the Health & Wellbeing Board—and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. The post-holder will be expected to work across organisations, be able to influence budgets held by those organisations as well as advocate for change effectively, to improve population and planetary health.

The post holder will ensure the development and maintenance of systems and processes to enable the authority to work with partners to respond to major incidents, including health protection threats. The post holder, on behalf of the authority and the DPH, will lead on those aspects that the Secretary of State delegates to the authority. The post holder will ensure that partner organisations (UKHSA, OHID, ICB and NHS England) have appropriate mechanisms to enable surge capacity to be delivered as and when required.

On behalf of the authority, to take responsibility for ensuring specialist public health support to Kent and Medway ICS, including taking responsibility for the relevant outcome indicators within the UKHSA, OHID, NHS (and Social Care) Outcome frameworks and working across organisational boundaries.

Lead work across all Council departments as well as influencing partnership boards (dealing with health determinants) to maximise health improvement opportunities and the reduction of inequalities in health outcomes amongst residents, both currently and for future generations. This will include using the Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.

Lead on improving health and social outcomes for people with dementia.

The work will include working across the entire Council, NHS bodies (the Council has a

statutory duty to provide public health advice to ICSs and the Council's Health and Wellbeing Board has a coordinating role for the whole of the health and care system) and other partner agencies. It will also involve influencing private sector, voluntary sector and community sector organisations that can impact on health, both currently and into future generations, and influencing the attitudes and behaviour both of professionals and of the population generally.

In delivering the strategic objectives the post-holder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders, including politicians. In addition to any direct responsibility for managing staff or budgets, the post holder will be responsible for change and improvement in the agreed areas of work and for supporting the delivery of the statutory duty of the Council to take the steps it considers necessary to improve the health of its communities.

Strategic responsibility and key tasks

The strategic responsibility of the post-holder is to improve the health and wellbeing of the residents of Medway, in particular through leading the health protection function of the council and supporting the delivery of healthcare public health, including in relation to cancer, stroke and supporting the ICB in its role as a strategic commissioner. In delivering that responsibility the post-holder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues. In negotiation with the DPH, the post-holder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. Post-holders will be expected to maintain both the general expertise as well as develop topic-based expertise as required by the DPH and will be expected to deputise for the DPH as and when required.

The range of duties expected of the post-holder include:

Taking responsibility for a range of public health issues and work across organisational and professional boundaries acting as a change agent managing complexity to deliver improvements in health and wellbeing.

Providing briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, ICSs, the third sector, the public and partners. Where required to so, the post-holder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.

Taking responsibility for development, implementation and delivery of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications.

Providing expert public health support and whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, within and across a range of organizations including voluntary, public and private sector. This includes the health service component of the mandated core service. This will include expertise in evaluation and development of appropriate KPIs.

Supporting the DPH in the development and implementation of robust strategies for improving the health and wellbeing of local communities including ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements. This may include taking responsibility for the judicious use of the ring-fenced public health grant and/or working with ICSs, Trusts, the contractor professions and UKHSA.

Becoming an Educational Supervisor to support the development of a stronger, more capable public health workforce through high-quality training and mentorship.

Underpinning much of these duties are public health tasks such as:

Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.

Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate.

Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.

Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.

A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health, both currently and for future generations, and to formulate clear practical evidence-based recommendations.

The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.

Inspiring commitment to public health outcomes and to prevention as a core feature of public sector reform.

2. PERSON SPECIFICATION

Qualifications

Essential

The post holder must be qualified as a public health specialist and be on the GMC, GDC or UKPHR specialist register.

Applicants must meet minimum CPD requirements (i.e. be up-to-date) in accordance with Faculty of Public Health requirements or other recognised body. Must have a Master's degree in public health or equivalent level qualification.

3. KNOWLEDGE, SKILLS & EXPERIENCE

All domains of the Faculty of Public Health curriculum.

4. COMPETENCES

Strategic vision

Contributes to the ongoing development and achievement of the strategic vision for the service.

Public health consultants work as system leaders at strategic or senior management level or at a senior level of expertise such as epidemiology or health protection. The combination of leadership and managerial skills together with high level of technical skills and knowledge gives them a unique skill set essential for improving the health and wellbeing of populations.

Organisational insight

Has an extensive understanding of the service, its activities and policies and the market/external comparators for it

Informs and engages with elected members

Inspirational leadership

Shows strong leadership, promoting equality and integrity.

Encourages creativity, innovation and improvement

Influences decision makers to facilitate progress and achievement of objectives

Stakeholder management

Builds sound, productive working relationships with colleagues, partners and employees.

Seeks opportunities for partnership working that will benefit the service area

Communicates clearly both orally and in writing, adapting style to suit different needs

Service effectiveness

Develops resource plans to meet service requirements drawing up realistic budgets and using information effectively.

Manages programmes and projects, assessing and dealing with risks

Develops a strong service culture, developing, managing and measuring service plan objectives

Leading change

Is proactive in instigating change

Makes decisions and solves problems and solves problems within limits of authority, to enable progress
Embeds change, supporting wider council initiatives

Team engagement

Ensure that individuals and teams have targets/objectives and development plans, linked to service goals.
Builds a motivated, engaged team

Training and CPD arrangements

Medway Council is a training site for Specialty Registrars in Public Health and also contributes to the training of Foundation Doctors. Medway operates an annual appraisal and personal development process and Consultants in Public Health are expected to participate in this as well as the Faculty of Public Health CPD, annual professional appraisal process and revalidation.

Professional obligations

These include:

Participate in the organisation's staff appraisal scheme and quality improvement programme and ensure appraisal and development of any staff for which they are responsible.

Contribute actively to the training programme for Foundation Year Doctors / Specialty Registrars in Public Health and LAs management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality in agreement with the DPH; complete the training required to become an Educational Supervisor in Medway Council.

Undertake an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate. In agreement with the DPH, contribute to the wider the public health professional system by becoming an appraiser or practitioner appraiser for a specified period of time.

In agreement with the DPH contribute as an appraiser or practitioner appraiser to the professional appraisal system.

Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UKPHR requirements.

Contribute to medical professional leadership within the health system.

It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.

Public health practice must be carried out within the ethical framework of the health professions.

The post-holder will be expected to maintain effective, courageous, and responsible public health advocacy.

5. ORGANISATION

(i) ORGANISATION CHART

Attach a copy of the Service organisation chart – include the whole service, not just the direct reports.

(ii) DESCRIBE HOW AND BY WHOM THE POST IS MANAGED

The post-holder will be professionally accountable to Medway Council and managerially accountable to Medway Council via the Director of Public Health. Annual professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post based on the draft job plan attached. This job plan will be reviewed as part of the annual job planning process.

The post will be expected to deputise for the Director as required.

It is envisaged that the post holder will work 10 programmed activities over 5 days (pro rata). Following appointment there will be a meeting at no later than three months with the line manager to review and revise the job plan and objectives of the post holder. The overall split of the programmed activities is 7.5 to be devoted to public health duties and 2.5 to supporting professional activities (as per the Academy of Medical Royal Colleges recommendation). The timetable is indicative only. A formal job plan will be agreed between the post holder and the line manager (the DPH) three months after commencing the post and at least annually thereafter.

(iii) DESCRIBE THE LEVEL OF INITIATIVE AND/OR INDEPENDENCE EXPECTED OF THE POST HOLDER INCLUDING THE LEVEL OF DISCRETION TO MAKE DECISIONS AND THEIR POSSIBLE CONSEQUENCES

The post-holder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance system and organizational cultures. It is expected that the post-holder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required. The post holder will advise the health and wellbeing board and make recommendations regarding services, residents' care and wider determinants of health and therefore a high level of tact, diplomacy and leadership is required including the ability work within the local political and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes. The achievement of public health outcomes and the successful pursuit of change are the purpose of the job and the metric against which performance will be assessed.

(iv) DESCRIBE ANY SUPERVISORY / MANAGEMENT / MATRIX MANAGEMENT RESPONSIBILITIES

The post-holder will:

- directly line-manage a small health protection team
- directly line-manage staff depending on the portfolio and job plan agreed with the Director of Public Health. There may also be line management of staff through matrix working with colleagues in the public health intelligence, delivery and commissioning teams.
- be expected to take part in on call arrangements for communicable disease control/health protection as appropriate. In normal circumstances, there is no on-call rota in Medway, however, this may change if Medway Council is faced with an exceptional situation, as happened during the COVID pandemic.

Consultants have the same professional status irrespective of local line management arrangements and have experience in various areas of public health practice.

(v) JOB CONTEXT – DESCRIBE THE MAIN CONTACTS, BOTH INTERNAL AND EXTERNAL AND THE PURPOSE OF THOSE CONTACTS

The post-holder will be responsible for a range of public health issues and work across organisational and professional boundaries acting as a change agent managing complexity to deliver improvements in health and wellbeing. Key contacts include assistant directors and heads of service across all areas of the council, senior members of Medway and Swale Health and Care Partnership, the Kent and Medway Integrated Care Board, regional colleagues working in the areas within the post-holder's portfolio and other partners across the system.

(vi) WORK CONTEXT – DESCRIBE ANY POTENTIAL RISK TO HEALTH AND GENERAL WELLBEING

There should be a relatively low-level of physical and emotional risk as most of the work will be at a strategic level.

6. PHYSICAL DEMANDS

The main physical demands will be extensive use of a computer involving use of a keyboard and computer screen. Medway Council has policies in place to support staff to work as safely as possible.

7. WORK DEMANDS

The work will involve deadlines, sudden changes in work and the need to manage time and priorities.

8. RESPONSIBILITY FOR PHYSICAL RESOURCES

The post-holder, working with the DPH, will be expected to make best use of both public health department resources as well as influence the resources in the Council as a whole.

9. WORKING CONDITIONS

There should be little to no exposure to disagreeable or unpleasant working conditions.