

Job Description: Assistant Director Public Health and Prevention

Assistant Director: PUBLIC HEALTH AND PREVENTION

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| Employing organisation: | Staffordshire County Council |
| Title: | Assistant Director Public Health and Prevention (Full Time) |
| Accountable to: | The post-holder will be dually accountable: <ul style="list-style-type: none">o professionally to Staffordshire County Councilo managerially to the Director of Public Health |
| Grade: | Grade 16: £86,406 - £90,726 (plus lease car or £4,395 alternative) |

Strategically responsible for: The Assistant Director: Public Health & Prevention will lead the public health function for the County Council and be accountable for:

- Surveillance of population health
- Development and implementation of multi-agency public health strategies and policies to improve health and well-being
- Commissioning of prevention services
- Protecting the population's health from communicable diseases and non-communicable environmental hazards
- Support for integration and commissioning of health and care services across the Council and the local NHS

The role will work with and support Elected Members, the Senior Leadership team, public, private and third sector partners, and communities across the county, to harness the whole of Staffordshire's resources to deliver better health, happiness and prosperity for local residents.

Managerially responsibility: Public Health and Prevention Team, circa 15 staff and budget over £40 million

Appointment

This is a new post for an Assistant Director of Public Health and Prevention employed by Staffordshire County Council based at Staffordshire Place 1, Stafford. The post-holder is a health professional treating a population / community of circa 870,000 residents.

Our Vision – A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy

Our Outcomes – Everyone in Staffordshire will:

- Have access to more good jobs and share the benefit of economic growth
- Be healthier and more independent for longer
- Feel safer, happier and more supported in their community

Our Values – Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

- Ambitious – We are ambitious for our communities and citizens
- Courageous – We recognise our challenges and are prepared to make courageous decisions

- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

Job Summary

The Directorate of Health and Care leads the Council's statutory responsibilities for Public Health and Adult Social Services. We harness the resources of the whole Council and partners to improve and protect the health of the population. We mobilise communities to support older and vulnerable adults. We respond to individual enquiries and concerns and ensure that older and vulnerable adults receive the care they need and are safe from harm. We maintain a market for care and support to ensure that care and support is available where necessary and at a price that taxpayers can afford.

Political Restriction: This position is considered as a Politically Restricted Post under the Local Government and Housing Act 1989 and subsequent amendments introduced by the Local Democracy, Economic Development and Construction Act 2009.

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 which 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 strategic objective 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. They may hold direct managerial responsibility for services and budgets which directly contribute to these objectives but they will usually also have substantially greater strategic responsibilities across the council and other agencies.

Strategic objectives:

The Assistant Director: Public Health & Prevention will lead the public health function for the County Council and be accountable for:

- Surveillance of population health
- Development and implementation of multi-agency public health strategies and policies to improve health and well-being
- Commissioning of prevention services
- Protecting the population's health from communicable diseases and non-communicable environmental hazards
- Support for integration and commissioning of health and care services across the Council and the local NHS

The role will work with and support Elected Members, the Senior Leadership team, public, private and third sector partners, and communities across the county, to harness the whole of Staffordshire's resources to deliver better health, happiness and prosperity for local residents.

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, he/she 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.

1. Public Health Arrangements

- 1.1 Current staffing of the Department/Directorate of Public Health (see structure chart)
- 1.2 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.
- 1.3. Training and CPD arrangements

2. The strategic responsibility and key tasks

The strategic responsibility of the post-holder is to lead the public health function for the County Council. 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 (&/or the Council), 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:

1. Ensuring that the Council meets its statutory duties under the Health and Social Care Act 2012, the Care Act 2014, Health Protection Regulations, Civil Contingencies Act plus any duties delegated from the NHS under Section 75 arrangements.
2. System wide leadership and supporting the County Council in shaping and gaining ongoing commitment to improving health and well-being, and achieving priority outcomes for Staffordshire, in an ever-changing landscape.
3. Creating powerful and influential relationships with partners and communities that lead to a shared sense of purpose and responsibility for improving health and well-being in Staffordshire, and thereby enhance effective co-operation and joint action.
4. Ensuring a clear understanding of health and well-being including local outcomes, and the needs and views of citizens through analysis and interpretation of data, customer feedback and public engagement, and using this to inform commissioning of services.
5. Facilitating a debate with the public and rights and responsibilities as they relate to health and well-being and access to health and care services.
6. Leading development and implementation of multi-agency strategies and initiatives for improving health and well-being, taking into account national policy, insight and guidance, the local context, and the views of stakeholders.
7. Leading commissioning of prevention services, ensuring that they are high quality in terms of safety, effectiveness, and customer experience, and ensuring that benefits are continually evaluated and realised in terms of their impact on preventing, reducing and delaying demand for health and care services and avoiding future costs.
8. Ensuring that there is a strategic, commercial and outcome-focused approach to management of current and future service providers, and that our procurement policies, procedures and contracts are commercial, risk-based and facilitate community engagement to deliver best

value for citizens, in terms of achievement of outcomes, financial performance, quality and statutory compliance.

9. Ensuring that there are robust arrangements and governance in place for protecting population health, including immunization and screening programmes, and emergency planning arrangements, and responding to issues and emergencies as they arise.
10. Providing advice to support commissioning of health and care services by the County Council and the Clinical Commissioning Groups, including analyses and interpretation of published evidence, best practice, and local data.
11. Furthering the integration and sustainability of health and care services by playing a leading role in the development and implementation of the
12. Being a leading and passionate advocate for Staffordshire locally, nationally and internationally, seeking to deal with the things that matter most to our residents.
13. Co-creating and acting as a role model for a Member and Officer leadership culture that inspires and recognises innovation, customer-focus, personal responsibility, effective delivery at pace alongside a passionate commitment to citizens and their needs across Staffordshire.
14. Contributing to a well-run County Council through robust delivery, prioritisation, risk management, governance, and oversight of all resources (finances and people) in line with statutory, financial planning, regulatory, constitution requirements and best practice frameworks. This post will include responsibilities for Civil Contingency planning, including on call arrangements.
15. Creating a culture of accountability and innovation through a combination of local home grown thinking, testing and external scanning of public health and prevention.

Financial Management

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare and which is in accordance with the Council's Health & Safety policy.

Safeguarding

Commitment to safeguarding and promoting the welfare of vulnerable groups.

3. Management arrangements and responsibilities (amend as appropriate)

The post-holder will be professionally accountable to the employing authority and managerially accountable to the employing authority via the Director of Public Health. 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-holder:

- 3.1 will line manage 4 staff, with a combined team capacity of around 15 staff
- 3.2 will manage budgets of over £40 million and be an authorised signatory.
- 3.3 will be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements
- 3.4 will be expected to deputise for the Director as required

4. Professional obligations (amend as appropriate)

These include:

- Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which s/he is 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
- 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 for a specified period of time.
- In agreement with the DPH contribute as an 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. Personal Qualities

The strategic objective of the post is to lead the public health function for the County Council. 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.

Appendix 1: FACULTY OF PUBLIC HEALTH COMPETENCIES

This appendix gives full professional requirements for the advertised post, and should be read and understood together with the preceding main body of the JD and following PS.

(2015 PH Specialty Training Curriculum)

Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.

Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations

To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.

Policy and strategy development and implementation

To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

Strategic leadership and collaborative working for health

To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.

Health Improvement, Determinants of Health and Health Communications

To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.

Health Protection

To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response.

Health and Care Public Health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

Academic public health

To add an academic perspective to all public health work undertaken. Specifically to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.

Professional, personal and ethical development

To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify behaviour and to practise within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.

Integration and application of competencies for consultant practice

To be able to demonstrate the consistent use of sound judgment to select from a range of advanced

public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.

PERSON SPECIFICATION

ASSISTANT DIRECTOR OF PUBLIC HEALTH

Staffordshire County Council

| IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005. Further amended in June 2015, and September 2018 | | |
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| Education/Qualifications | Essential | Desirable |
| Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview) | X | |
| <i>If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health practice</i> | X | |
| Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion in the GMC/GDC/UKPHR specialist registers <i>[see shortlisting notes below for additional guidance]</i> | X | |
| If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview. If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT <i>[see shortlisting notes below for additional guidance]</i> | X | |
| Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body | X | |
| MFPH by examination, by exemption or by assessment | X | |
| Masters in Public Health or equivalent | | X |
| Personal qualities | | |
| Able to influence senior members including directors and CEOs | X | |
| Able to both lead teams and to able to contribute effectively in teams led by junior colleagues | X | |
| Commitment to work within a political system irrespective of personal political affiliations | X | |
| Experience | | |
| Substantial experience of leading significant transformation and cultural change through a diverse set of stakeholders across a complex/large organisation and partner organisations | X | |
| Experience of strategic leadership at a senior level | X | |
| Substantial experience of creating and maintaining effective and influential partnerships that achieve better results with fewer resources | X | |
| Skills | | |
| High level of understanding of epidemiology and statistics, health improvement, health protection, health economics and health care evaluation and their practical application to populations and geographies of comparable scope, scale and complexity to Staffordshire | X | |
| Understands how to analyse and harness data and technology to deliver improved engagement, involvement, efficiency and behaviour change, and understanding of citizens | X | |
| Understands how to build and maintain the reputation of an organisation , locally, nationally and internationally, to deliver tangible benefits for residents and successful local and national media management as required | X | |
| Able to engenders and harnesses the hearts and minds of others , at all levels to the vision and outcomes of the organisation – creates 'followership' | X | |
| Flexible, passionate and adaptive leadership approach that is genuinely interested and curious about others and what motivates/drives people | X | |
| Intellectual rigour , which is used to 'cut through the noise' to identify what the 'real' priorities are and harnesses key talent and capacity to deliver this | X | |
| Invigorates and refreshes people through demanding and continuous transformation maintains momentum and passion over the long term | X | |

FPH specimen job description – Consultant in Public Health (updated January 2021)

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| Visible presence and influence in the places that matter most, to secure outcomes | X | |
| Creates collaboration and commitment, through a diplomatic and engaging style balancing consequence appropriately | X | |
| Believes in the art of possible, not the actions of the past | X | |
| Secures the trust and confidence of others by translating ambiguity and uncertainty into deliverable plans and priorities, actively challenging others to be their best all of the time, accepting failures and success as learning | X | |
| Knowledge | | |
| A demonstrable track record of identifying and building new capabilities and ways of working that are commercial, focused on behaviour change, demonstrate value for money and citizen focused | X | |
| Intellectually curious, with significant examples of innovation and continuous improvement through external awareness, continually looking in new places for solutions | X | |
| Significant evidence of the successful application of commercial and business acumen which delivers outcomes in the long term, whilst meeting the short to medium financial plan and priorities of the organisation | X | |
| Evidence of moving from thinking to action quickly, demonstrating appropriate balance between risk and opportunity | X | |
| Has a relentless focus on prioritising along with embedding and evaluating progress routinely and regularly | X | |
| Sets, monitors and delivers on ambitious targets/goals and holds people to account for delivery | X | |

Shortlisting notes

The Faculty of Public Health advises that in order to be shortlisted for a consultant post applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register (UKPHR) **must provide verifiable signed documentary evidence** that an application for inclusion on one of these specialist registers is **guaranteed within six months of the interview** and is simply the time taken to process application.

1. Applicants in training grades

1.1 Medical and dental applicants

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC), **or be eligible for registration within six months of interview**. Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained, must ALSO be a holder of a Certificate of Completion of Training (CCT), **or be within six months of award of CCT** by date of interview demonstrated by a letter from the Training Programme Director (TPD).

1.2 Non-Medical Applicants in training programme

All nonmedical applicants must be registered with the UKPHR or be within six months of registration at the date of the interview. Applicants must provide proof (letter of confirmation from UKPHR or the CCT) at interview.

2. Applicants in non-training grades

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT.

Applicants from a medical background will be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route.

Applicants from a background other than medicine would normally be expected to have gained full specialist registration with the UKPHR. However, exceptionally, individuals who can demonstrate that they have submitted a portfolio application to the UKPHR may be considered for shortlisting.

Suitable evidence at interview will be a letter from the UKPHR setting out likelihood of acceptance of portfolio within the next six months.

Employers are advised that individuals should not take up consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers. The exception to this is when the candidate holds the CCT.

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.

GENERAL CONDITIONS

Terms and conditions of service

Authorities may:

- (a) Use health service medical and dental contracts for all applicants
- (b) Use health service medical and dental consultant contracts for doctors and dentists and Agenda for Change contracts for other specialists (but this is not recommended after the introduction of statutory registration).
- (c) Use local authority conditions modified to reflect professional obligations

On call arrangements

The post-holder will be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Staffordshire County Council. Suitable training will be provided for those who need it in discussion with Public Health England.

Indemnity

As the post-holder will only be indemnified for duties undertaken on behalf of Staffordshire County Council the post-holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of the Staffordshire County Council and for private activity within Staffordshire County Council. For on call duties provided to other organisations as part of cross cover out of hours arrangements Staffordshire County Council has confirmed that those organisations will provide indemnity for the post-holder. These arrangements may differ across the four countries.

Flexibility

The post-holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

Confidentiality

A consultant has an obligation not to disclose (other than in accordance with GMC guidelines) any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

Public Interest Disclosure

Should a consultant have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she has a duty of candour and should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

Data protection

If required to do so, the post-holder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The post-holder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the General Data Protection Regulation (GDPR).

Health and safety

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

Smoking policy (amend as appropriate)

The employing organisation has a policy that smoking is not allowed in the work place.

Equal opportunities policy

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place and it is for each employee to contribute to its success.