

SOUTHEND ON SEA BOROUGH COUNCIL

ROLE PROFILE

Children Services and Public Health

Job Title: Consultant in Public Health / Consultant in Public Health Medicine

Permanent, up to full time

Grade: £69,486 (with market supplement up to £8,000 depending on experience)

Strategically responsible for: The post holder will lead on health care public health, public health input into the prevention stream of the STP and the core offer to the CCG and the new Primary Care Networks, in addition to a range of other public health agendas agreed with the Director of Public Health

Managerial responsibility: The post holder provide professional and strategic direction to a number of public health colleagues, public health registrars and other training posts

1.0 Appointment

This is a full time post for a generic public health consultant role. A key focus of the role is on health care public health. The post holder will be based within the Civic Centre in Southend-on-Sea.

2.0 Job Summary

As a member of the Public Health Team in Southend-on-Sea Borough Council, the post holder will support the Director of Public Health (DPH) on improving the health and wellbeing of the residents of Southend. The post holder will take responsibility for strategic objectives of both the local authority and the Health & Wellbeing Board and act as a change agent to enable delivery of relevant outcome indicators from 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.

The role will be generic but have a primary focus on topic areas including Core Offer to the CCG, public health input into the Sustainability and Transformation Plan (STP) — including the prevention and self-care work streams, and training of specialty registrars and Foundation Year 2 doctors. The post holder will also support the Director of Public Health in providing strategic leadership and support to the Big Lottery funded A Better Start Southend programme and the Health and Wellbeing Board.

Strategic objectives include.

2.1 To lead work across all Council directorates 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 This will include using the Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.

2.2 To lead on improving health and social outcomes for working age adults.

The work will include working across the entire Council, NHS bodies (the Council has a statutory duty to provide public health advice to CCGs and the Council's Health and Well Being 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 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 (Appendix 1). 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 postholder 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.

3.0 The employing organisation and other organisations within the scope of the work

Southend-on-Sea Borough Council is a unitary authority and is responsible for the local population of approximately 179,000. The health of the population is varied compared to the England average There are particular health challenges associated with an ageing population, a higher proportion of adults with multiple long term conditions, plus high rates of childhood poverty and teenage conceptions Southend has one coterminous Clinical Commissioning Group but this is aligned to the newly formed South East Essex Locality Partnership, which includes the districts of Rochford and Castle Point, within the Essex County Council boundaries.

4.0 Public Health Arrangements

4.1 Current staffing of the Directorate of Public Health

Current staffing can be seen in the enclosed public health department structure chart. Line management responsibilities of the post are currently under review. The post holder will be part of the core public health team and accountable to the Director of Public Health.

Public Health is managerially accountable to the Executive Director of Children Services (DCS) & Public Health, with the public health commissioning function being part of the integrated commissioning team and the public health knowledge and intelligence function being integrated within the data performance and information team. The team also has a matrix-working relationship with the Libraries and Leisure Services and well as Culture and Arts, with joint heads of service and takes the lead with the physical activity programme. Further joint roles are under consideration, including a Harm Reduction Manager role (primary focus on drug and alcohol, gambling, tobacco control), with the Director of Public Protection.

4.2 Resources

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

The post holder will have access to business support and IT support.

4.3 Training and CPD arrangements

Southend-on-Sea Borough Council is an approved training location for public health specialists including Foundation Year 2 doctors (on 4 monthly rotations) and Specialty Registrars (SpTs) in Public Health. It is desirable that the post holder will be an approved clinical supervisor, as they will be responsible for the supervision of any SpTs working within the team. Any SpTs will sit under the management of the Director of Public Health. If not that they will work to achieve this accreditation.

The Council supports its employees in accessing CPD opportunities and will reimburse the primary professional registration fees, as required in the role.

5.0 The strategic responsibility and key tasks

In general the post holder:

- Will have responsibilities for corporate portfolios as agreed with the Director of Public Health and will be accountable for the management and delivery of designated services, performance and budgets.
- Will provide strategic and strong leadership to staff. This will include the management of employees and being responsible for recruitment, objective setting, performance management and appraisal.
- Will be a member of the Public Health Departmental Management Team and the corporate Senior Leadership Group.

- Will be expected to represent and deputise for the Executive Director of Children Services and Public Health and the Director of Public Health as required.

The range of duties expected of the post holder includes

- 5.1 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.
- 5.2 Providing written briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, CCGs, the 3rd sector, the public and partners. Where required to so, the postholder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.
- 5.3 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. The postholder will be expected to contribute appropriately to the procurement process.
- 5.4 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.
- 5.5 Utilising (and if appropriate developing) information and intelligence systems to underpin public health action across disciplines and organisations. This may include providing leadership for collation and interpretation of relevant data including production of the JSNA. Working with the DPH, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations
- 5.6 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 CCGs, Trusts, the contractor professions and PHE.
- 5.7 Providing the key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information. The post holder will be expected to take part in relevant research networks and to influence research programmes of such networks so that the research needs of the local authority are taken into account
- 5.8 Taking responsibility for the training obligations of the directorate, including becoming the Clinical Supervisor. These duties will be agreed jointly with the relevant Head of the School of Public Health

Underpinning many of these duties are public health tasks such as,

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

- 5.10 Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate.
- 5.11 Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
- 5.12 Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
- 5.13 A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health and to formulate clear practical evidence-based recommendations.
- 5.14 The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
- 5.15 Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform.

6. Management arrangements and responsibilities

The postholder will be accountable to the Director of Public Health for Professional appraisal using the SARD platform. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post. This job plan will be reviewed as part of the annual job planning process – referred to as the Annual Conversation.

The postholder:

- 6.1 Will manage budgets as required and be an authorised signatory
- 6.2 Will be expected to take part in any required on-call arrangements, particularly in regards to health protection.

7. Professional obligations

These include:

- 7.1 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.
- 7.2 Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and Local Authority's management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality.
- 7.3 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.
- 7.4 In agreement with the DPH contribute as an appraiser to the professional appraisal system.
- 7.5 Practice 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.
- 7.6 Contribute to medical professional leadership within the health system, as relevant.

- 7.7 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.
- 7.8 Public health practice must be carried out within the ethical framework of the health professions.
- 7.9 The postholder will be expected to maintain effective, courageous, and responsible public health advocacy.

8. Personal Qualities

The strategic objective of the post is to provide leadership and public health support to a range of public health agendas. 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 organisational 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. Delivering real impact for local residents and working with the citizens of Southend-on-sea are the ultimate outcomes expected of the post holder.

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

GENERAL CONDITIONS

Terms and conditions of service: The successful candidate will be appointed to a Southend-on-Sea Borough Council contract.

On call arrangements: The post holder will be expected to participate in any local on-call rota for senior leaders and for health protection as in force at the time – currently COVID-19 pandemic.

Indemnity: As the post holder will only be indemnified for duties undertaken on behalf of Southend-on-Sea Borough 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 council and for private activity

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 developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all employees 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 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 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 Data Protection Act.

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.

Equality and Diversity policy

It is the aim of Southend-on-Sea Borough Council 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 Equality and Diversity Policy in place and it is for each employee to contribute to this.

CONSULTANT IN PUBLIC HEALTH MEDICINE/ CONSULTANT IN PUBLIC HEALTH

Person specification

Southend-on Sea Borough 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

Education/Qualifications	<i>Essential</i>	<i>Desirable</i>
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	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 /see	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or	X	
Must be an accredited Clinical Supervisor		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 be 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		
Delivery of successful change management programmes across organizational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	
Skills		
Strategic thinker with proven leadership skills and operational	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	X	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	X	
Ability to design, develop, interpret and implement strategies and	X	
Knowledge		
In depth understanding of the health and care system and the relationships with both local national government	X	
In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with	X	

Understanding of the public sector duty and the inequality duty and their application to public health practice		X	
<u>Behaviours and Values</u>			
Behaviours	<ul style="list-style-type: none"> - Driving positive change - Demonstrating strong leadership - Trust & respect - Acting with integrity & behaving responsibly - Building relationships to work well together 		
Values	<ul style="list-style-type: none"> - Inclusive - Collaborative - Honest - Proud 		