

Shropshire Council

Job Description and Particulars of Appointment

Designation:	Director - Public Health
Employing organisation:	Shropshire Council
Responsible to:	Director of Adult Services
Accountable to:	Professionally accountable to the Council (and the Secretary of State for Health through Public Health England)
Responsible for:	Heads of Service, Senior Manager and Public Health Consultants concerned with the delivery of Public Health, Public Protection, Emergency Planning & Registrars
Location:	Shirehall, Shrewsbury
Post number:	TBC
Grade:	
Salary Range and date:	Competitive
Hours:	Basic 37 hrs per week but the post holder will be required to work any reasonable or additional hours to ensure the proper performance of the post without additional payment.

Key Relationships	Cabinet/Portfolio holder Adult Social Care and Public Health Senior Management Team Local NHS bodies including Clinical Commissioning Groups Public Health England Health and Wellbeing Board Local Resilience Forum NHS England The public and the press
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Political Restriction:	This is a politically restricted post.
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Job Summary

The Director of Public Health is the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such, the Director of Public Health is a statutory chief officer of the authority and the principal adviser on all health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health. Section 73A(1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, gives the Director of Public Health responsibility for:

- all of their local authority's duties to improve public health
- any of the Secretary of State's public health protection or health improvement functions that s/he delegates to local authorities, either by arrangement or under regulations – these include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act
- exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health
- their local authority's role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders
- such other public health functions as the Secretary of State specifies in regulations
- producing an independent annual report on the health of local communities

In order to deliver their responsibilities on behalf of the residents of Shropshire the DPH will need to be a visible system leader in the health and wellbeing partnership arrangements. The DPH will be expected to use all the resources at their disposal to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities in Shropshire. Working with local communities, he/she should be able to inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities whilst at the same time maintaining the confidence of Councillors and government.

Job purpose and key responsibilities

The fundamental purpose of the post holder is to provide the leadership to drive improvements in the health and wellbeing of the residents of Shropshire to reduce inequalities in health outcomes and working in collaboration with PHE to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards. In delivering the key responsibilities described below, the postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies (Appendix 1) and the person specifications (Appendix 2).

- a) Support the Chief Executive, Director and Councillors in developing and delivering Public Health Services strategic agenda.
- b) Be the chief officer and principal adviser on public health to the Council, local communities and local partners
- c) Operate strategically as a member of the Adult Social Care and Public Health management team and across the Council influencing policy and practice.
- d) To deliver commission, and or deliver services including Emergency Planning, Public Protection and Registrars, which are effective, value for money and meet quality standards.
- e) To act as a leader across the local system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and evaluation.
- f) Utilise the public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
- g) Accountable for both the shaping and delivery of the Health and Wellbeing agenda taking account of the national agenda and benchmarking (using the national outcomes frameworks; public health, NHS and social care).
- h) Deliver an independent annual report on the health and wellbeing of local communities for publication by Shropshire Council to stimulate debate and/or action by the Council and partners.

The person specifications for the post are set out in appendix 2. In delivering the responsibilities outlined above, the post holder and his/her team will undertake the following tasks:

1. Strategic Leadership

- Delivery of a system to support surveillance, monitoring and evaluation of health and wellbeing and inequalities in health outcomes of local communities (including an easily accessible Joint Strategic Needs Assessment System)
- Ensure all activity undertaken by the Council takes account of both, the need to reduce inequalities as well as the requirements of the Equality and Diversity Act.
- To ensure scientific principles are applied to assessing need, exploring interventions and assessing progress of the Council's strategic agenda.
- Ensure as a core member of the Health and Wellbeing Board and in partnership with the wider Shropshire local authority, partners and the public, the development of plans to enable local communities become healthy, sustainable and cohesive
- Ensure a programme of action (both within and outside the Council) to impact on the wider determinants of health that will promote improvements in health and wellbeing of local communities and reduction in health inequalities.
- Provide assurance that the health protection system for local communities is fit for purpose
- To work closely with Directors responsible for people (children, vulnerable communities and older people) to ensure to develop, implement and maintain a "fit for purpose" integrated strategy which meets the needs of local communities and is cogent with the national approach.
- Collaborate across organisational boundaries to ensure communities in Shropshire benefit from population health and care programmes (development of sustainable transformation plans 2016-20).

2. Directorate Specific Accountabilities

- To be an advocate for improving health and wellbeing and reducing health inequalities
- Exercise the statutory responsibilities including the delivery of the mandated services
- To advise Shropshire Council on its statutory and professional public health obligations.
- Work with the PHE Centre and NHS England to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards
- Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in Shropshire and reduce health inequalities.
- Ensure that the Council has implemented its EPRR responsibilities and through Co-chairing of the Local Health resilience Forum, that partner organisations (PHE, NHS England and the CCGs) have delivered their EPRR responsibilities.
- IWork in partnership with CCGs and Directors of Social care to take responsibility for Population Health and Care; including oversight and promoting population coverage of immunisation and screening programmes
- Provide public health advice (the core offer) to CCGs supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.
- Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities
- Collaborate across local authority boundaries to ensure residents of Shropshire Council benefit from population health and care programmes (the Sustainable Transformation Plans which apply from 2016 to 2020).

3. Resource Management

- To be accountable for the budget including reporting on the use of the public health ring fenced grant.
- To manage Council resources (People, property, information and finance) imaginatively and efficiently.

- Manage public health and associated services, staff, and ensure that they are able to influence in such a way as to ensure health and wellbeing in its fullest sense is central to the Shropshire Council.

4. Commissioning

- Ensure services for improving health and wellbeing of local communities are commissioned within the Council policy for procurement and monitoring system and are responsive to the needs of the communities in Shropshire Council and over time.
- To set the framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
- To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

5. Advocacy

- Develop a constructive relationship with the media and the public, within the context of the Council Communications policy.
- To use the Faculty of Public Health, the LGA, the ADsPH, PHE and other channels to advocate for the public's health.

Management arrangements

The Director of Public Health will be professionally accountable to Shropshire Council (and Secretary of State for Health through Public Health England) and managerially accountable to the Executive Director of Adult Services. An initial job plan will be agreed with the successful candidate and reviewed annually.

The Director of Public Health will:

1. Manage 10 staff see appendix 3 (including line management duties, recruitment, appraisals, disciplinary and grievance responsibilities)
2. Be responsible for managing a financial budget of approximately £21 million.
3. Be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements
4. Ensure appropriate management and support for Specialty Registrars (in Public Health)

Professional obligations

Professional responsibilities will be reflected in the job plan. The Director of Public Health will be expected to:

1. Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.
2. Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
3. Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.
4. Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation or other measures required to remain on the GMC/GDC

- Specialist Register with a license to practice or the UK Public Health (Specialist) Register or other specialist register as appropriate.
5. Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified).
 6. Agree any external professional roles and the time required to deliver those roles with the Council.

The terms and conditions for the post are described in appendix 4.

Appendix 1

Faculty of Public Health: Competencies expected of all public health consultants/ specialists

All consultants irrespective of their background are expected to be proficient in the competencies set out below.

- I. 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.
- II. 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.
- III. Policy and strategy development and implementation**
To influence and contribute to the development of policy and lead the development and implementation of a strategy.
- IV. 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.
- V. Health Improvement, Determinants of Health, and Health Communication**
To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.
- VI. 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.

VII. 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.

VIII. 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.

IX. 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 practice 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.

X. Integration and application 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.

The DPH as a public health leader is expected to have both the technical expertise as well as the ability to use those techniques to both, lead and support the development of complex solutions to improve the health and wellbeing of local communities. In addition, they are expected to have skills and the attitudes to be able to present the results of applying their technical expertise so that they are understandable and stimulate actions by a range of individuals and organisations.

Appendix 2

**Shropshire Council
Person Specification
Director of Public Health**

ATTRIBUTES	ESSENTIAL (E)	DESIRABLE (D)	METHOD OF ASSESSMENT A-application form. S-scenario I- interview T-test P-Portfolio R-References P-Presentation
Qualifications (Or equivalent skills)	<ul style="list-style-type: none"> • Degree or other qualification to degree standard (E) • Inclusion in the GMC Specialist Register with a license to practice/GDC Specialist Register/UK Public Health Register (UKPHR) for Public Health Specialists. If included in the GMC Specialist Register/GDC Specialist Register in a specialty other than public health medicine/dental public health, must have equivalent training and/or appropriate experience of public health medicine practice. (E) • Public health specialty registrar applicants who are not yet on the GMC specialist register/GDC specialist register 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 on the GMC/GDC/UKPHR specialist registers (E) • Desirable to have MFPH but not essential (D) • Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body (E) • A relevant management qualification (D) 		Application form

ATTRIBUTES	ESSENTIAL (E)	DESIRABLE (D)	METHOD OF ASSESSMENT A-application form. S-scenario I- interview T-test P-Portfolio R-References P-Presentation
Vision/Strategy, Planning, Improvement & Change		<ul style="list-style-type: none"> • Able to develop and sustain a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance. (E) • Enthusiasm for managing and initiating change. (E) • Experience of creating a medium to long-term strategy, which supports and shapes the vision and development of the organisation and embedding this in the planning cycle. (E) • Able to work across agencies and user groups to engage them in developing shaping and delivering the vision strategy and plans for Public Health based services (E) • Able to communicate the vision, plans and outcomes to key stakeholders, internally and externally. (E) 	Interview
Community and Population focus		<ul style="list-style-type: none"> • Able to work together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals. (E) • Making timely and where needed, difficult decisions for the benefit of the needs of the people of Shropshire. (E) • High personal commitment to customer service and ensuring equality of access to services within a rural environment. (E) 	Application form and Interview
Leadership		<ul style="list-style-type: none"> • Ability to provide visible leadership, establishing and promoting a clear 	

ATTRIBUTES	ESSENTIAL (E)	DESIRABLE (D)	METHOD OF ASSESSMENT A-application form. S-scenario I- interview T-test P-Portfolio R-References P-Presentation
		<p>public health vision which is coherent with the business strategy and the political vision for Shropshire Council and consistent with Government policy and takes account of social and economic trends. (E)</p> <ul style="list-style-type: none"> • Ability to understand different professional groupings and engage them in sharing the vision and delivering the required service outcomes. (E) • Ability to develop and empower others appropriately using a range of motivational skills. (E) • Able to demonstrate an approach, which fosters and encourages collaborative working and partnerships across a wide range of organisations e.g. Private, voluntary sector health to deliver quality services.(E) • Open, approachable, facilitative and persuasive. (E) • Ability to work effectively with Members. • Leads by example, inspires confidence and respect. (E) • Encouraging, supportive and effective in managing people’s performance. • Politically aware. (E) 	Application form and interview
Performance		<ul style="list-style-type: none"> • Knowledge of performance management and the inspection regimes relevant to the area of responsibility. • Effective in working under pressure and in managing heavy workloads. • Demonstrable experience of strategic planning, target setting, and performance monitoring in diverse and complex organisations and other settings. 	Interview

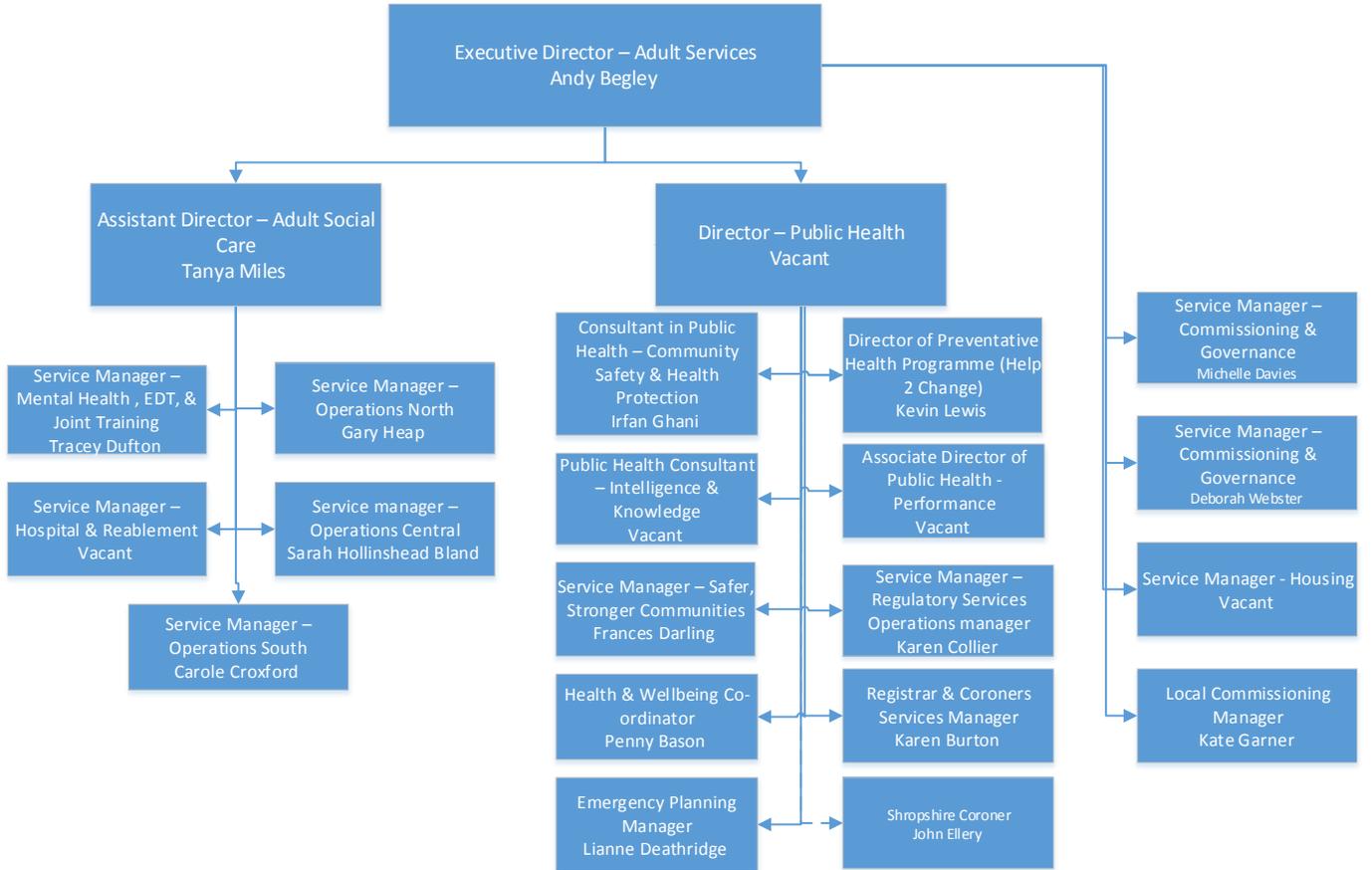
ATTRIBUTES	ESSENTIAL (E)	DESIRABLE (D)	METHOD OF ASSESSMENT A-application form. S-scenario I- interview T-test P-Portfolio R-References P-Presentation
	<ul style="list-style-type: none"> • Able to evidence a track record of delivering good performance across a complex service area. • Ability to provide challenging feedback sensitively and constructively to improve performance outcomes. • Personally, demonstrates a commitment to performance culture, is action oriented and outcome focussed. • Is able to embed and instil performance agenda in front line managers and employees to deliver performance outcomes. • Co-development of a model of health with local stakeholders (including local communities) and the metrics to support; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework. • Able to formulate risk management plans and creating a positive health and safety culture 		Interview
Service Delivery	<ul style="list-style-type: none"> • Evidence of relevant and significant experience in service areas as appropriate. • High personal commitment to equality in service provision. • Strong commitment to sustainability. 		
Functional competencies	<ul style="list-style-type: none"> • Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice. • Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. 		Application form and interview

ATTRIBUTES	ESSENTIAL (E)	DESIRABLE (D)	METHOD OF ASSESSMENT A-application form. S-scenario I- interview T-test P-Portfolio R-References P-Presentation
		<p>Provides advice on the more complex instances</p> <ul style="list-style-type: none"> • Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness • Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments • Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams. 	
Experience/Knowledge		<ul style="list-style-type: none"> • Significant experience at senior level in a relevant area. (E) • Understanding of NHS and local government cultures, structures and policies (E) • Understanding of social and political environment (E) • Ability to work with flare, tact and sensitivity in a political environment. (E) • Knowledge of relevant legislation and able to anticipate and plan for future direction of travel. (E) • Influencing and negotiating skills. (E) • Excellent presentation and communications skills to engage with a wide range of audiences (including dealing with the media) with credibility and presence. (E) 	Application form and Interview

ATTRIBUTES	ESSENTIAL (E)	DESIRABLE (D)	METHOD OF ASSESSMENT A-application form. S-scenario I- interview T-test P-Portfolio R-References P-Presentation
	<ul style="list-style-type: none"> • Able to manage across a variety of diverse functions with colleagues from a range of backgrounds. (E) • Ability to develop employees and maximise skills within the organisation. (E) • Able to analyse complex data effectively to oversee performance, identify trends and ensure timely corrective action is taken. (E) • Practical experience in facilitating change (E) • Budget management skills (E) 		
People Development	<ul style="list-style-type: none"> • Knowing and managing the strategic talent requirements for the organisation. It is about promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers. (E) • Ensuring comprehensive workforce plans are in place (D) 		Application form and Interview

Appendix 3

Adults, Housing and Public Health Services



Appendix 4

- a) SPB appointments are subject to the Constitution and conditions of service specified by the Joint Negotiating Committee for Chief Officers of Local Authorities as adopted by the council and to any locally determined conditions of service and subsequent amendments. (The full document can be found on the Local Government Employers website at www.lge.gov.uk)
- b) The post is based at Shirehall.
- c) This post is subject to the following:
 - The post is permanent for 37 hours per week,
 - Normal office hours are 7am to 7pm Monday - Friday and 8am-1pm Saturday
 - The post holder being expected to work such reasonable additional or irregular hours necessary for the effective performance of their duties.
 - Additional payments do/do not apply.
- d) This post carries eligibility to join the Local Government Pension Scheme. Information about this and other pension options will be sent with any formal offer of appointment.
- e) Annual leave entitlement is 32 working days. Bank holidays also apply. A concessionary day at Christmas Bank Holiday is at the Council's discretion.
- f) The appointment is subject to 3 month's notice in writing on either side.
- g) The appointment is subject to 6 months' satisfactory probationary service during which time the notice period will be one week on either side.
- h) Smoking is not allowed in Council buildings, in Council vehicles or in any Council place of work.
- i) It is a condition of your appointment that you provide a suitable vehicle for the performance of your duties and that this is readily available for use during normal working hours. You are entitled to claim for reimbursement of the costs of travel on council business at the agreed flat rate per mile.
- j) The post entails – standby/call out duties.

7. Pre-employment Requirements

The appointment is subject to receipt of the following pre-employment checks;

1. Satisfactory employment references,
2. Medical report,
3. Evidence of the qualifications required for the post/listed on your application form,