

## Job Description and Particulars of Appointment

### 1. Details of Post

- Job Title: : **Assistant Director – Integration and Healthy Population**
- Post Number: TBC
- Salary: C4
- Corporate Function: Public Health
- Reports to: Director of Public Health

### 2. The Role & Scope

Shropshire Council and CCG is undergoing a large-scale transformation programme aimed at 'Creating a better future', which puts improving the quality of life of all local people at the heart of everything we do. Their satisfaction will drive our decision making and we are committed to changing for the better, by working together in new ways across the whole council and with our local partners. Front line services will be empowered to make decisions on the best form of service delivery and will have control of the necessary resources to do so.

This is an exciting new post, within the Public Health Team. The post will be employed by Council but will work as a member of the Council's Senior Management Teams, and the Public Health Leadership Team you will support the development and delivery of the Council's vision, values and strategic objectives with a lead role on a range of directorate and corporate policies and tasks.

Specifically, the post will be responsible for working with the Director of Public Health and Executive Director of Adults Social Care, Housing and Public Health to deliver the Councils and the Public Health response to integration across health and social care, working alongside the Assistant Director for Health Protection and Healthy Place. Leading a senior team of consultants and heads of service who focus on supporting healthcare public health across the system, partnership working with communities and key stakeholders, early and preventative approaches and lifestyle services across all ages, to improve health and wellbeing outcomes determined locally by the local authority and HWB board partners.

Shropshire Council are commitment to flexible working as such the posts will be able to work remotely as part of their role for most of the working week. Responsibilities and working arrangements would be agreed with the postholder following interview, however, an informal discussion would be welcome prior to interviews.

#### **Purpose of the Post**

The postholder will be expected to provide professional strategic leadership across several broad portfolios. You will work closely in a complementary and supportive manner with relevant internal colleagues and external partners;

- Supports multidisciplinary working of the Council and Health and Social Care partners, contributing to the overall corporate leadership and management of the Council.
- Responsibility for the Leadership, Management and Development operation of the Integration and Healthy Population function of the Council, which includes partnerships, health improvement, mental health, health intelligence and healthcare public health, other services may be included in the future.
- Strategic leadership for the commissioning of specified public health, services and initiatives creating a healthy population.
- Works to improve health and wellbeing outcomes and service quality, performance, value and cost with and for the people of Shropshire; and for aligning those objectives with the wider goals of the Council and other public service and community partners.
- On behalf of the DPH to take responsibility for ensuring delivery of the public health statutory and priority services such that the full range of benefits are delivered to residents of the authority. This will include taking responsibility for the relevant outcome indicators within the Public Health Outcome frameworks and working across organizational boundaries.
- Drives and embeds the shift to a genuinely health and wellbeing outcomes across the Council; and the movement to a place based, preventative, strategic, outcomes based and asset/strength-based approach; supporting the achievement of local objectives and meeting external standards and requirements
- Works closely with political leaders to ensure that programmes and options and decisions are well informed and are appropriately clinically and politically led
- Role modelling and “shifting” the relationships with wider partners, providers, communities, patients and customers, and staff towards inclusivity and collaboration in objective setting, planning and delivery
- Drives demonstrable movement towards a focus on prevention and early intervention and tackling inequalities.
- Takes responsibility for effective leadership, management and development of the assigned resources
- Takes responsibility for the ensuring that statutory functions, duties and responsibilities within the scope of the post are effectively fulfilled and accounted for and those of colleagues appropriately supported
- Take personal responsibility and be directly accountable for the performance and use of resources of a range of related services which deliver key outcomes for local people.
- Champions a culture of attainment, continuous improvement, innovation and inclusion
- Manage agreed budgets for Public Health, to an estimated annual budget of £6.5 million plus additional COVID related grants.
- Responsible for the implementation of agreed savings in the Council
- Advise Elected Members and Directors in respect of Health and Wellbeing and Integration and engage with partners in the promotion, communication and delivery of services.
- You will be expected to take part in the Health Protection out of hours rota and as such will respond as part of this rota to major incidence including health protection threats.
- Strategic support to the DPH in addressing key statutory functions including assurance, scrutiny and resilience.

In delivering the strategic objectives the postholder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health or equivalent professional body. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders including politicians.

### **Level of the Post**

The post holder:

- Is responsible to the Director of Public Health who is in turn responsible for the post holder's health and safety, training and development.
- Is a member of the Senior Management Teams within the Council
- Will advise the Executive Directors of Adult Services, and Public Health on the Council's statutory and professional obligations (in their area), and the policies and priorities needed to enable effective services to be delivered
- Provides guidance, advice and support to the Portfolio holder for Social Care, Public Health, Housing and Assets.
- Represents the Council at local, national and regional levels.
- Undertakes statutory duties under relevant legislation on behalf of the Director.
- Provides high level support to the Council's Scrutiny Function and CPMG.

We are looking to recruit two permanent Assistant Directors/Deputy Directors of Public Health full time, job share or flexible working patterns/hours would be considered under discussion with the Director.

The postholder working with the DPH and will be expected to make best use of both public health department resources as well as influence and work across the Council in a cohesive way to utilise the resources in the Council as a whole. There are matrix management arrangements in place across Shropshire Council, providing additional support for the team.

The directorate is very committed to training and developing staff and would expect the post holder to have a clear personal development plan that she/he would agree with the director. The directorate is approved for the training of public health specialists (Foundation Programmer Senior House Officers, and Specialty Registrars in Public Health). The post holder would be expected to contribute to the training and development of staff within the directorate and specialist training as appropriate.

The following staff report directly to the post holder who will act in a supervisory/managerial capacity, monitoring performance, supporting development and undertaking annual appraisals.

The following Service Managers report directly to the post holder

- Joint Head of Service, Partnerships
- Consultant in Public Health (Lifestyles)
- Consultant in Public Health (Lifestyles)
- Consultant in Public Health (Healthcare)
- Future services will be brought in to the service to line manage as the organisation continues through its refocusing programme

### 3. Key Responsibilities

The postholder will be expected to provide professional strategic leadership across several broad portfolios. You will work closely in a complementary and supportive manner with relevant internal colleagues and external partners;

- Supports multidisciplinary working of the Council and Integrated Care System and Population Health Board, contributing to the overall corporate leadership and management of the Council.
- 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 outcomes.
- Responsibilities may vary over time and include those set out in the Council Constitution and Statutory responsibilities, but it is envisaged that at the commencement of this role the direct management responsibility
- Leadership in the provision of specialist public health advice and support to local NHS and Social Care partners to influence improved health outcomes.
- Responsibility for the Leadership, Management and Development operation of the Population Health and Integration function of the Council, which includes prevention, early intervention, inequalities, population health management, lifestyles and health partnerships.
- Strategic leadership for the commissioning of specified public health, services and initiatives to reduce health inequalities
- Works to improve health and wellbeing outcomes and service quality, performance, value and cost with and for the people of Shropshire; and for aligning those objectives with the wider goals of the Council and other public service and community partners. On behalf of the DPH to take responsibility for ensuring delivery of the public health statutory and priority services such that the full range of benefits are delivered to residents of the authority. These services include; weight management, NHS health Checks, sexual health and drug and alcohol services. This will include taking responsibility for the relevant outcome indicators within the Public Health, NHS (and Social Care) Outcome frameworks and working across organizational boundaries.
- Drives and embeds the shift to a genuinely integrated health and social care working; and the movement to a place based, preventative, strategic, outcomes based and asset/strength-based approach; supporting the achievement of local objectives and meeting external standards and requirements
- To lead work across the Councils directorates as well as influencing partnership boards to maximise health improvement opportunities and the reduction of inequalities in health and wellbeing outcomes amongst residents.
- Works closely with clinical and political leaders to ensure that programmes and options and decisions are well informed and are appropriately clinically and politically led
- Role modelling and “shifting” the relationships with wider partners, providers, communities, patients and customers, and staff towards inclusivity and collaboration in objective setting, planning and delivery
- Drives demonstrable movement towards an early intervention and prevention model and supporting the Integrated Care and wider partners to integrate services around individuals and their families at neighbourhood level.
- Takes responsibility for fulfilling the roles of the integrated health and social care in supporting policy development, strategic planning, leading execution and

delivery; and exercising accountability through the effective design and implementation of functions, structures, processes and behaviours

- Takes responsibility for achievement of agreed health and wellbeing, quality, safety, performance, cost and value objectives
- Takes responsibility for effective leadership, management and development of the assigned resources
- Takes responsibility for the ensuring that statutory functions, duties and responsibilities within the scope of the post are effectively fulfilled and accounted for and those of colleagues appropriately supported
- Champions a culture of attainment, continuous improvement, innovation and inclusion
- Manage agreed budgets for Public Health of approximately £5.4 million
- Responsible for the implementation of agreed savings in the Council
- Advise Elected Members and Directors in respect of integration, population health, healthcare public health, lifestyle, prevention and early intervention and engage with partners in the promotion, communication and delivery of services.
- You will be expected to take part in the Health Protection out of hours rota and as such will respond as part of this rota to major incidence including health protection threats.
- Strategic support to the DPH in addressing key statutory functions including assurance, scrutiny and resilience.

In delivering the strategic objectives the postholder 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.

#### **4. Structure Chart**

Include: Senior Management Level Team Level

- Consultant in Public Health (Health Improvement)
- Consultant in Public Health (Mental Health and Population Health Management)
- Consultant in Public Health (Healthcare)
- Joint Head of Partnerships

#### **5. Key Accountabilities/Duties**

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 outcomes.
2. With the Assistant Director of Joint Commissioning, strategically lead commissioning of public health services across the whole cycle; including needs and strength-based assessment, evidence, outcomes based objective setting, strategic planning, relationship development, market shaping and development, procurement; and quality assurance, performance review and accountability.

3. To lead on the integrated health and wellbeing improvement agenda and Long-Term Plan, ensuring prevention is embedded in all pathways
4. To collaboratively develop and embed effective working arrangements with the political and clinical leadership of the Council including but not limited to the effective operation of the Health and Wellbeing Board.
5. 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.
6. Managing and reporting on joint and aligned commissioning budgets; seeking maximum value in terms of financial efficiency, outcomes, experience and social value, decommissioning where appropriate, and operating within allocated resources.
7. Influencing and providing expert public health support and whole system leadership to ensure an evidence-based approach 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.
8. Leading, contributing to, or advising on a range of strategic forums across the County; relevant to the further development of integrated health and social care.
9. Representing the Council and CCG jointly on local, regional and national bodies and events in the context of improving population health, to advance learning, sharing, development and the reputation of Shropshire.
10. Supporting the DPH and working with the Assistant Director for Population Health and Healthy Place 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.
11. Providing the key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information. The postholder 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.
12. Taking shared responsibility for the training obligations of the directorate, including becoming an Educational Supervisor.
13. Utilising (and if appropriate developing) information and intelligence systems to underpin health and social care action across disciplines, organisations and the wider system. 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.

14. Establishing controls and reporting arrangements; ensuring effective governance of performance; anticipating, identifying, managing and resolving risks and issues to enable timely and appropriate action to ensure delivery is on track.
15. Ensuring effective assurance and exception reporting internally and externally as appropriate in respect of health and wellbeing outcomes and service quality and performance standards.
16. Leading and ensuring the development and management of effective and mutually influential relationships with patients, service users, voluntary, community and faith organisations, communities public, media and other key influencers; ensuring their views are represented and appropriately considered in the decision-making processes relating to integrated commissioning.
17. Leading and ensuring the effective development and management of strategic relationships with key stakeholders, including providers, other commissioners, and other public service and other partners.
18. Leading and ensuring collaborative working between health and care commissioning and other areas of leadership, functions and commissioning in Shropshire in order to maximize achievement of the overall public service objectives.
19. Ensuring the integrated health and wellbeing agenda is data-driven; evidence based and community, clinically and politically led.
20. To propose and/or carry out other responsibilities as agreed by the Council, commensurate with the grade of the post and deputise for other Assistant Directors and the Director of Public Health when required.
21. 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 health and wellbeing to the policies and services necessary to improve health 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.

- Inspire commitment to health and wellbeing outcomes and to prevention as a core feature of public sector reform

### **Vision, (Planning and Strategy)**

- As a member of Senior Management Team, ensures the Council's Core Values are articulated and communicated both internally and externally in accordance with best practice and in a manner appropriate to the audience.
- Assist the Director Public Health in their role of advising Elected Members, Portfolio Holder and Council Management Team.
- Supports the Director of Public Health in networking and engaging at national, regional and local level to understand and influence best practice, maintain the profile and promote the interests of the Council.
- Will ensure that the requirements of the Public Policy agenda are translated into operational context and that the Council's policies in this area remain compliant, current and reflect best practice.
- Ensures that visions and strategies are developed in liaison with Elected Members, partners and service users.
- Engages stakeholders in developing and delivering strategies to meet the Health and Wellbeing needs in Shropshire.

### **Customer / User Focus**

You will ensure:

- Effective relationships with local, regional and national bodies are in place, to understand and influence best practice, maintain the profile, promote the interests of the Council, identify emerging issues and possible responses.
- Mechanisms are in place to assess the needs of service users including specific needs of people living in rural communities and hard to reach groups.
- A variety of mechanisms e.g. surveys, focus groups etc are used to shape and reshape customer requirements.
- Mechanisms are in place for consultation with clients on policy development, service delivery and enhancement.
- Management Team are engaging with service users and maintain a personal profile with a range of groups.
- Local agencies operate a common assessment procedure.
- Information sharing protocols are understood and agreed.
- A variety of mechanisms e.g. surveys, focus groups etc. are used to shape and reshape customer requirements.

### **Leadership**

- Supporting political leaders to develop a vision and strategies for Public Health which reflect national priorities within the local context and embedded with service users, partners and key stakeholders and staff.
- Leadership strategies are in place to motivate and enable staff and partners to perform and deliver the directorate's strategies in line with the Council's vision and values.
- Leadership role in ensuring through management structures the health safety and wellbeing of employees and service users is effectively monitored and controlled within Public Health
- Leadership role through personal example and management structures to deliver the Council's commitment to equality and diversity in terms of staff and service delivery.

- Strategies for workforce and resource planning have been developed and implemented across the Council; partnerships and external agencies to ensure appropriate skills are in place to deliver services now and in the future, including the production of divisional service plans – within an agreed format.
- Leadership of a culture of continuous improvement and of encouraging different ways of delivering services which better meet the needs of our customers.
- Supports employees to embrace modern business practices and new technology.

## **Performance**

The post holder will ensure:

- Arrangements are in place to assess the group's performance with the Council's performance management framework and other appropriate local and national framework in order to continually improve the performance across the Council.
- The provision of performance reports as required e.g. to senior managers, Cabinet and Scrutiny Panels etc including exception reports on underperformance as required.
- Action Plans are in place to address any areas of under-performance within their group and their implementation and effectiveness are monitored to achieve outcomes.
- Local performance indicators are developed and continuously improved on to address local service delivery needs.
- A culture of continuous improvement is in place and evident via improved results.
- Employees are motivated, informed and sufficiently skilled to achieve high standards of work, pursue the Council's objective and uphold its values.
- The work of the Scrutiny Panel is supported to ensure the successful development and delivery of the scrutiny and improvement process.
- Robust arrangements are in place to meet the standards required by external and regulatory inspections
- Mechanisms for gathering performance information in a consistent and meaningful format are established across partner agencies to assist in the performance management of Public Health
- Arrangements are in place to ensure services provided by voluntary, independent and private sectors are appropriately monitored to ensure service delivery meets required standards and represents value for money.
- Performance is driven up in terms of outcomes and effective use of resources by leading on joint initiatives with partners and other agencies e.g. via joint commissioning to map activity and pool resources.

## **Partnership**

- Identifies and works with key partners to consider how to respond to local priorities and meet the challenges of Public Health.
- Supports and assists the Director of Public Health in their work with the Strategic Partnership Groups, Integrated Care system Partners.
- Resources locality working and the regulatory committees by making relevant officers of the group accessible.
- Works with regional agencies to secure the best possible outcomes for the people of Shropshire

## **Service Delivery**

The post holder is responsible through the Consultants and Heads of Service and working with the Assistant Director for Health Protection/Healthy Place and Assistant Director for Joint Commissioning for facilitating services, and commissioning:

- The voluntary, independent and private sector providers deliver services in accordance with the Vision, Values and strategies of the Council.
- Resources are in place to deliver the identified prioritised service needs.
- Service and Team action plans are developed to meet the identified service delivery needs and outcomes. These are monitored via performance appraisals and service reviews.
- Service delivery models ensure the effective delivery of the national initiatives and frameworks within the local context.

You will ensure that the service is:

- Delivered in accordance with
  - The priorities of the Council
  - The Vision and Values of the Council
  - Corporate Governance
- Supported by systems which support the accurate provision of management information.
- Responsive to changes in legislation, national, regional and local priorities
- Structured and resourced appropriately and provides mechanisms to deliver continuous improvement.

These duties are illustrative and not exhaustive. The post holder will be expected to become involved in a range of work to enable the service to respond effectively to the changing requirements of the Council and changes affecting the workforce.

## **6. Conditions of Service**

- a) The conditions of service are those laid down by the National Joint Council for Local Government Services, as amended from time to time and as adopted by the Council.
- b) The post is based in Shirehall, however, working regularly from home at least 3 days a week.
- c) This post is subject to the following:
  - The post is permanent for 37 hours per week, job shares and flexible working will be considered however, the post holder will be required to work any reasonable or additional hours to ensure the proper performance of the post without additional payment.
  - Normal office hours are 7am to 7pm Monday - Friday and 8am-1pm Saturday
  - Additional payments 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 pro rata for **27 days** per year plus additional days for long service. Bank holidays also apply. A concessionary day at Christmas Bank Holiday is at the Council's discretion.
- f) The appointment is subject to three months' notice in writing on either side.
- g) The appointment is subject to six 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) "Under the provisions of the Local Government and Housing Act, 1989, the holder of this post will be subject to political restrictions, full details of which will be included in any formal offer of appointment".
- k) 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.

## 8. 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,

This post is exempt from the Rehabilitation of Offenders Act 1974 and as such all applicants who are appointed to this post will be subject to an **Enhanced Disclosure** from the Disclosure and Barring Service before the appointment is confirmed. This check will include details of cautions, reprimands or warnings as well as convictions and non-conviction information. Once appointed, the successful applicant(s) will also be required to apply for an Enhanced Disclosure at pre-determined intervals during their employment whilst in this post.

Supplying false information or failing to disclose relevant information could be grounds for refusal and could amount to a criminal offence.

Post holder

Line Manager

Date:

Date: