

JOB DESCRIPTION

Job Title:	Deputy Director of Public Health (Consultant in Public Health)		
Directorate:	Place	Salary:	£98,114 – £103,945
Section:	Public Health	Grade:	S3A – S3E
Location:	Times Square, Bracknell	Work Style:	Flexible

Key Objectives of the role

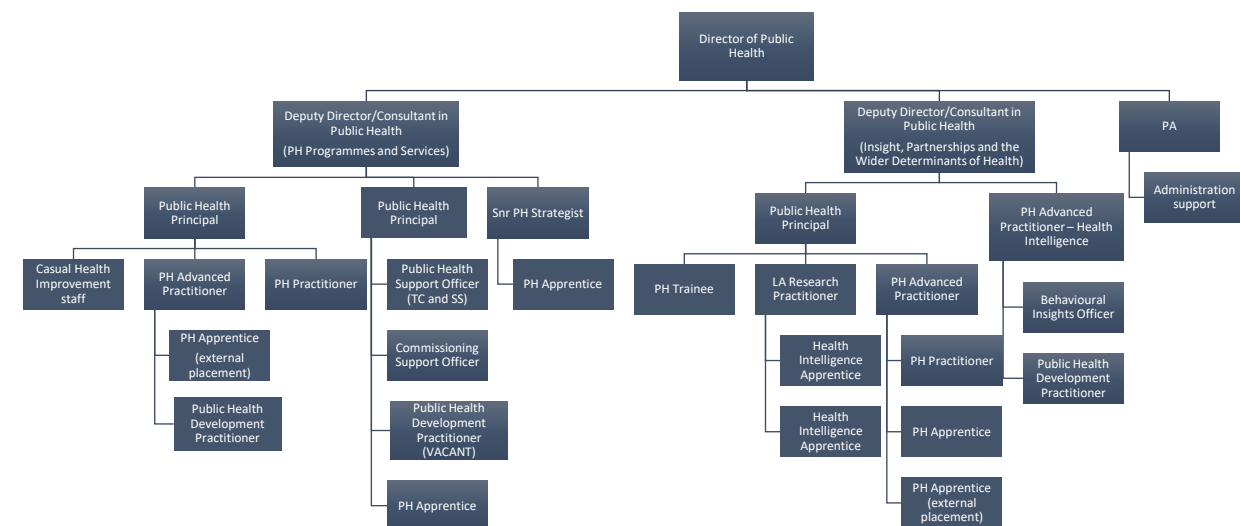
- To lead the development, integration and delivery of the Council's Public Health duties across the organisation and wider health and wellbeing system, including active membership of pan council and systemwide strategic leadership boards and groups.
- Alongside the Director of Public Health, to act as the Council's lead and key advisor for Public Health, providing expert advice to elected members and the Corporate Management Team.
- To lead strategy development and delivery across the wider system and on behalf of the Health & Wellbeing Board and other Health and Care System Boards.

Designation of post and position within departmental structure

Accountable to:

The post-holder will be dually accountable:

- Professionally to Bracknell Forest Council
- Managerially to Bracknell Forest Council via the Director of Public Health



Daily and monthly responsibilities

- To lead the development, integration and delivery of the Council's Public Health duties across the organisation and wider health and wellbeing system, including active membership of pan council and systemwide strategic leadership boards and groups.
- Alongside the Director of Public Health, to act as the Council's lead and key advisor for Public Health, providing expert advice to elected members and the Corporate Management Team.
- To lead strategy development and delivery across the wider system and on behalf of the Health & Wellbeing Board and other Health and Care System Boards.
- To support effective evidence-based commissioning and service development within the Council, NHS and wider system.
- To deliver public health technical expertise, for example through health needs assessment; behaviour change theory; evaluation; support for policy development and application across the local health and care system.
- Alongside the Director of Public Health for Bracknell Forest to lead and contribute to public health programmes led by which span wider geographical areas; for instance the Thames Valley system footprint or parts of/the whole of Berkshire.
- To identify, assess and communicate risks associated with hazards relevant to health protection and to lead and co-ordinate the appropriate public health response as part of a public health EPRR arrangements including out of hours emergency response when needed.
- To ensure robust financial management including the management of the Public Health Grant and delivery of savings and efficiencies to enable the Council achieve budgetary targets.
- To lead, develop and motivate the public health workforce, to achieve a well-motivated and capable workforce and embedding a sustained culture of continuous improvement
- To provide supervision and training of public health and other staff and trainees.
- Ensure effective stakeholder management, developing, managing and supporting external partnerships and working with key internal stakeholders to ensure responsive and proactive service delivery.

- To support other Council and partnership programmes including multiagency safeguarding arrangements.
- To support the work of the Director of Public Health taking thematic leadership for specific populations and workstreams across Berkshire and/or East Berkshire and to participate in relevant professional activities including quality improvement.
- Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only.

Scope of role

Budgets: Budget responsibility up to £6m including managing and tracking the distribution of the Public Health Grant.

Management/supervision: Line management of the Public Health Senior Strategist and team leadership.

Other resources: Operating in a complex multi-agency environment with skill and sensitivity, maximising effective partnership working to secure delivery of Service and Council objectives. To work across Berkshire and wider Thames Valley system footprints, to deliver specialist lead workstreams as part of the network of PH arrangements in Berkshire. To work as a key partner to local NHS organisations and programmes.

Contacts: Internal and external contacts including elected members, all local authority employees, local, regional and national partners and stakeholders, residents and service users, government departments and professional associations. To work in the NHS context both at local borough level and also across Berkshire and Thames Valley geographies.

Strategy/policies/procedures: Responsibility for developing, reviewing, maintaining and delivering against related policies, procedures and guidance, as designated by the Borough, ensuring staff are aware of, and adhere to them. To develop policies / strategies in partnership contexts.

Decision-making: This is a post with statutory responsibilities and therefore is high impact. Failure to deliver the service properly could result in harm to residents and service and the reputation of the Council. The postholder will be expected to make and take decisions routinely which will have significant impact and implications without relying upon reference to senior staff. Decision making will also extend into partnerships and external organisations.

Mental demands: Required to manage a wide range of tasks in potentially stressful, complex and challenging circumstances.

Physical demands: High level of work-related pressure in terms of deadlines, conflicting priorities, problem solving and team management roles.

Emotional demands: Required to deal with difficult and challenging issues relating to residents and service users.

Location/working environment: This post is based in Time Square Bracknell but BFC operates hybrid working.

Compliance: The post will:

Take direct responsibility for maintaining the standards of the Council. Standards are assessed via outcomes achieved by residents and service users, and via external inspections. Failure to deliver a high standard of service could result in reputational damage to the Council.

Safeguard and promote the welfare of all children/young people and vulnerable adults, including missing children/young people in line with the relevant Children Acts 1989 and 2004, Children and Families Act 2014, Working Together to Safeguard Children 2015 and the LSCB Child Sexual Exploitation strategy.

Manage and monitor Health and Safety within the Service, including compliance with Health and Safety regulations and responding to Health and Safety guidance as and when required.

Demonstrate corporate values; displaying a commitment to them in all aspects of work.

Ensure personal compliance with the council's data security policies and procedures.

Maintain awareness of the council's whistleblowing policy and procedures.

Commitment to the Council's Equal Opportunities policy at all times, through personal example and action and ensuring that staff and team operate within the Council's Equality policy.

Commitment to working within the bounds of the Data Protection Act and GDPR legislation at all times

Professional obligations

These include:

Participate in the organisation's staff appraisal scheme and quality improvement programme and ensure appraisal and development of any staff for which 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 In agreement with the DPH, becoming an Educational Supervisor.

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

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

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

Contribute to medical professional leadership within the health system.

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

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

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

Work programme

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

These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

Faculty of Public Health (FPH) Competencies (Based on the 2022 Public Health Specialty Training Curriculum) The post will be expected to fulfil all competencies as set out by the FPH:

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

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence 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, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

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. To understand how those risks associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

Health and care public health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness, sustainability 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

KEY CRITERIA	ESSENTIAL	DESIRABLE
Skills and qualifications	<p>The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk)</p> <p>In line with legislation, inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists at the point of application.</p> <p><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></p> <p>Any public health speciality registrar applicants who are currently on the UK public health training programme and not yet on either the GMC, GDC or UKPHR specialist register must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview*</p> <p>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]</i></p> <p>Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body</p> <p>MFPH by examination, by exemption or by assessment, or equivalent</p>	Masters in Public Health or equivalent

Management qualification or equivalent by experience

Competence Summary
(Knowledge, abilities, skills, experience)

Personal qualities

Able to influence senior members including directors and CEOs

Able to both lead teams and to able to contribute effectively in teams led by junior colleagues

Commitment to work within a political system irrespective of personal political affiliations
Ability to motivate, empower and develop staff to maximise performance with measurable service improvements and delivery while creating and sustaining a strong performance management culture.

Experience

Delivery of successful change management programmes across organizational boundaries

Media experience demonstrating delivery of effective health behaviour or health promotion messages

Experience of using complex information to explain public health issues to a range of audiences

Experience of effectively managing complex budgets.

Skills

Strategic thinker with proven leadership skills and operational nous

Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources

Ability to lead and manage the response successfully in unplanned and unforeseen circumstances

Analytical skills able to utilize both qualitative (including health economics) and quantitative information

Ability to design, develop, interpret and implement strategies and policies

Ability to apply creative and innovative thinking to complex service challenges.

IT literate.

Knowledge

In-depth understanding of health and care system and relationships with both local & national government

In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice

Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)

Understanding of current priorities within the current services and clear understanding of how early help services contribute to achieving these.

Understanding of the public sector duty and the inequality duty and their application to public health practice

Core competencies manager

Constant improvement

Continually strives for improvement through:

- Setting high standards
- Innovating and challenging to bring about organisational improvement
- Developing and implementing plans to improve effectiveness / efficiency.

Resource Planning

Manages resources to achieve plans, objectives and priorities through:

- Demonstrating financial awareness
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- Negotiating for and using resources to meet objectives
 - Driving projects to achieve results

Getting the best from people

Encourages, motivates and develops people to achieve through:

- Coaching
- Empowerment
- The use of performance management techniques to monitor and stretch individuals/teams

Leadership

Establishes a clear direction and vision for the future.

- Takes responsibility
- Takes calculated risks
- Co-ordinates action
- Achieving goals and outcomes

Work-related Personal Requirements	The post holder will be expected to participate in the communicable disease and environmental hazards control and emergency planning arrangements.
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Other Work Requirements	<p>A satisfactory enhanced Disclosure and Barring Service check.</p> <p>The ability to converse easily in spoken English, explain complex or technical information to members of the public and respond effectively to detailed or complex questions for an extended period of time.</p> <p>Understanding and knowledge of information security principles in accordance with the Data Protection Act 2018 including the General Data Protection Regulations (2016)</p>
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Role models and demonstrates the Council's values and behaviours	<p>Our values define who we are. They outline what is important to us. They influence the way we work with each other – and the way we serve our residents and engage with our communities.</p> <p>We make our values real by demonstrating them in how we behave every day.</p>
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All staff should hold a duty and commitment to observing the Council's Equality & Dignity at Work policy at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and Council policies/procedures.

