JOB DESCRIPTION

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| **JOB TITLE** | DIRECTOR OF PUBLIC HEALTH |
| **GRADE** | D2 |
| **REPORTING TO** | Director of Adults’ Care, Health & Strategic Commissioning |
| **JD REF** | LEAD0016 |

PURPOSE

* Lead in the statutory role of Director of Public Health to improve health and wellbeing, reduce inequalities, and protecting local communities in Wirral from public health hazards (infectious diseases and environmental threats).
* Exercise the statutory responsibilities including the delivery of the mandated services.
* Be 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.
* Be a public health leader, demonstrating 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.
* Work with local communities to lead and inspire the development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities.
* 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

**PROFESSIONALLY ACCOUNTABLE:**

* To the Council through the Chief Executive (and the Secretary of State for Health through the Office for Health Improvement and Disparities (OHID).

Main duties and responsibilities

* Support the Chief Executive and Councillors in developing and delivering the Council’s strategic agenda.
* Be the strategic advisor on all aspects of public health, including the delivery of mandated services.
* Identify and lead on strategies and programmes to improve health and wellbeing and reduce inequalities to ensure high levels of local resilience.
* Lead the development of strategic commissioning framework for public health, ensuring services are effective, demonstrate value for money and meet quality standards.
* 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.
* Ensure the engagement of key stakeholders and partners to ensure evidence based commissioning of health and social care and establish strong practice based commissioning.
* Influence and shape regionally and nationally the future development of strategies for public health and wellbeing, ensuring that positive relationships are built and sustained with key partners and stakeholders across public health and appropriate health and wellbeing sectors.
* Be a highly effective leader and ensure the appropriate contribution to public health networks and to bringing public health practice, teaching and research together as appropriate.
* 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.
* 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.
* 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).
* 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 Wirral benefit from population health and care programmes.
* Deliver an independent annual report on the health and wellbeing of local communities for publication by Wirral Council, to stimulate debate and/or action by the Council and partners
* Work with the UK Health Security Agency to ensure local communities are protected from infectious disease threats and environmental hazards.
* Manage the budget associated with this post. The budget will be set out in the Accountability statement.
* Manage Chief Officers / Senior Managers and Officers, including public health consultants who report to this post. Ensure appropriate management and support for Speciality Registrars in Public Health.
* Take part in Wirral Council on call arrangements.

ESSENTIAL role specific knowledge, experience and skills

* A relevant public health qualification at degree level and appropriate training and/or experience of Public Health medicine practice.
* Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview)

or

* Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)
* Up to date CPD requirements in accordance with the Faculty of Public Health requirements or other recognised body.

(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).

(If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT)

* High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.
* Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.
* Understanding of the changing nature and future pressures of public health practice and its partners in the national context.
* Ability to evaluate complex information and make collaborative judgements and decisions.
* Experience of leading, providing and commissioning excellent services in public health, including implementing commissioning strategies and plans.
* Demonstrable achievements in partnerships/integrated working.
* Significant experience in the delivery of service improvement and transformation programmes.
* Demonstrable record of delivering significant efficiency savings as a result of more effective commercial, contract and procurement practices whilst maintaining relationships and service levels.
* Proven stakeholder management and engagement skills, combined with a good political acumen and experience.
* Experience of working at a senior level that requires a high level of strategic awareness.
* Experience of establishing, and building effective partnership arrangements.
* Experience of working within a statutory legal and/or regulatory framework.
* Ensuring a best practice performance culture is developed and sustained
* Setting, communicating and monitoring stretching organisational objectives and objectives.
* Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them.
* Formulating risk management plans and creating a positive health and safety culture.
* 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
* Ability to demonstrate resilience and flexibility of approach and manage uncertainty and ambiguity for themselves and others.
* Ability to identify and implement effective systems to monitor performance.
* Ability to develop and encourage innovative ideas to drive improvement.
* Resilient, tenacious and outcome focussed.

ADDITIONAL INFORMATION

Appendix 1

**Professional obligations**

Professional responsibilities will be reflected in the work plan. The following professional obligations are also expected:

## Demonstrate proficiency in the Faculty of Public Health’s competencies.

## Participate in the organisation’s appraisal scheme and ensure participation of all staff members.

## Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.

## 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.

## 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.

## Practise in accordance with all relevant sections of the General Medical Council’s Good Medical Practice (if medically qualified).

1. Agree any external professional roles and the time required to deliver those roles with the Council.

Appendix 2

**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.

* 1. **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.

* 1. **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.

* 1. **Policy and strategy development and implementation**

To influence and contribute to the development of policy and lead the development and implementation of a strategy.

* 1. **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.

* 1. **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.

* 1. **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.

* 1. **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.

* 1. **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.

* 1. **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.

* 1. **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.

dATE OF APPROVAL: MAY 2022

APPROVED BY: TONY WILLIAMS