

DIRECTOR OF PUBLIC HEALTH JOB DESCRIPTION

Job Title:	Director of Public Health, Slough Borough Council		
Directorate:	People Adults	Salary:	£125,733 to £146,319 per annum
Section:	Public Health & Protection	Grade:	Senior Salary, SML16
Location:	Slough Borough Council Offices (Travel will be required)	Work Style:	Hybrid
Reports To:	Chief Executive	Relationships:	Internal and external partners, corporate leaders; Elected Members, team members, other departments
DBS Required:	Enhanced		

Key Objectives of the role

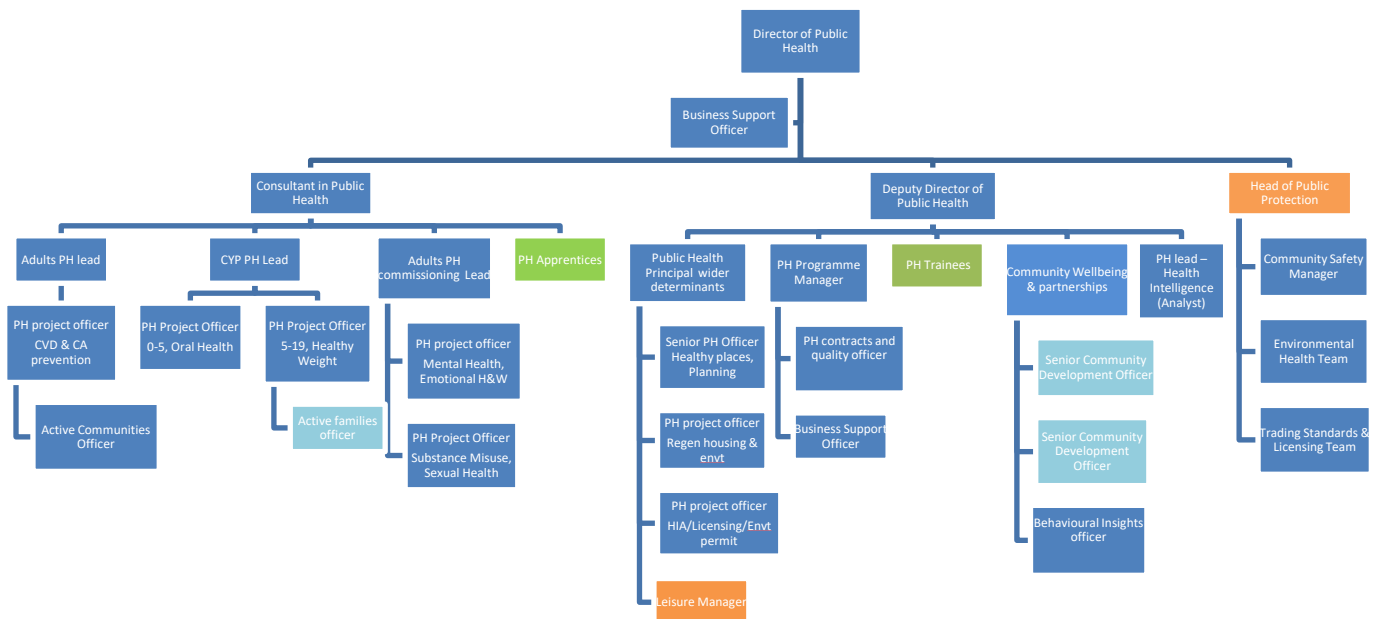
1. The Director of Public Health and Public Protection will be the system leader for improving and protecting the health and wellbeing of Slough residents, reducing inequalities in health outcomes and protecting local communities from public health hazards.
2. They will be a statutory chief officer of 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.
3. They will drive improvements in the collective impact of public health, community, public protection and leisure services and interventions across Slough. They will ensure services are best placed to deliver their statutory and contractual responsibilities to improve opportunities and outcomes for residents and to reduce inequalities. They will play a pivotal strategic role in delivering the overall objective of Slough's Corporate Plan – to close the healthy life expectancy gap.
4. The combination of responsibilities in the role encourages a public health approach to crime prevention, to tackle the underlying causes alongside attacking low level crime and anti-social behaviour, in liaison with the Police and other public sector bodies.

- By combining public health services including, public health, environmental health and public protection, there is an opportunity to further strengthen the links between public health services, including environmental health and public health.

They will be a visible system leader, driving vibrant community centered partnerships across Slough including the Health and Wellbeing Board and Community Safety Partnership.

Designation of post and position within departmental structure

Slough Borough Council Organisation



1

As Director of Public Health, they will be professionally accountable to the Council (and Secretary of State for Health through the Office for Health Improvement & Disparities (OHID) and OHID/DHSC Regional Director of Public Health) and managerially accountable to the Chief Executive. The Director of Public Health will:

- Manage 4 direct reports: Head of Public Protection, Deputy Director of Public Health, Business Support Officer and Consultant of Public Health.
- Manage circa 40 staff working across both Public Health, Communities & Leisure and Public Protection.
- Manage budget of £16m + grants & other sources of short-term income.
- Public Health budget can be allocated to operations or capital as required.

¹ Abbreviations:

PH: Public Health, CYP: Children & Young People

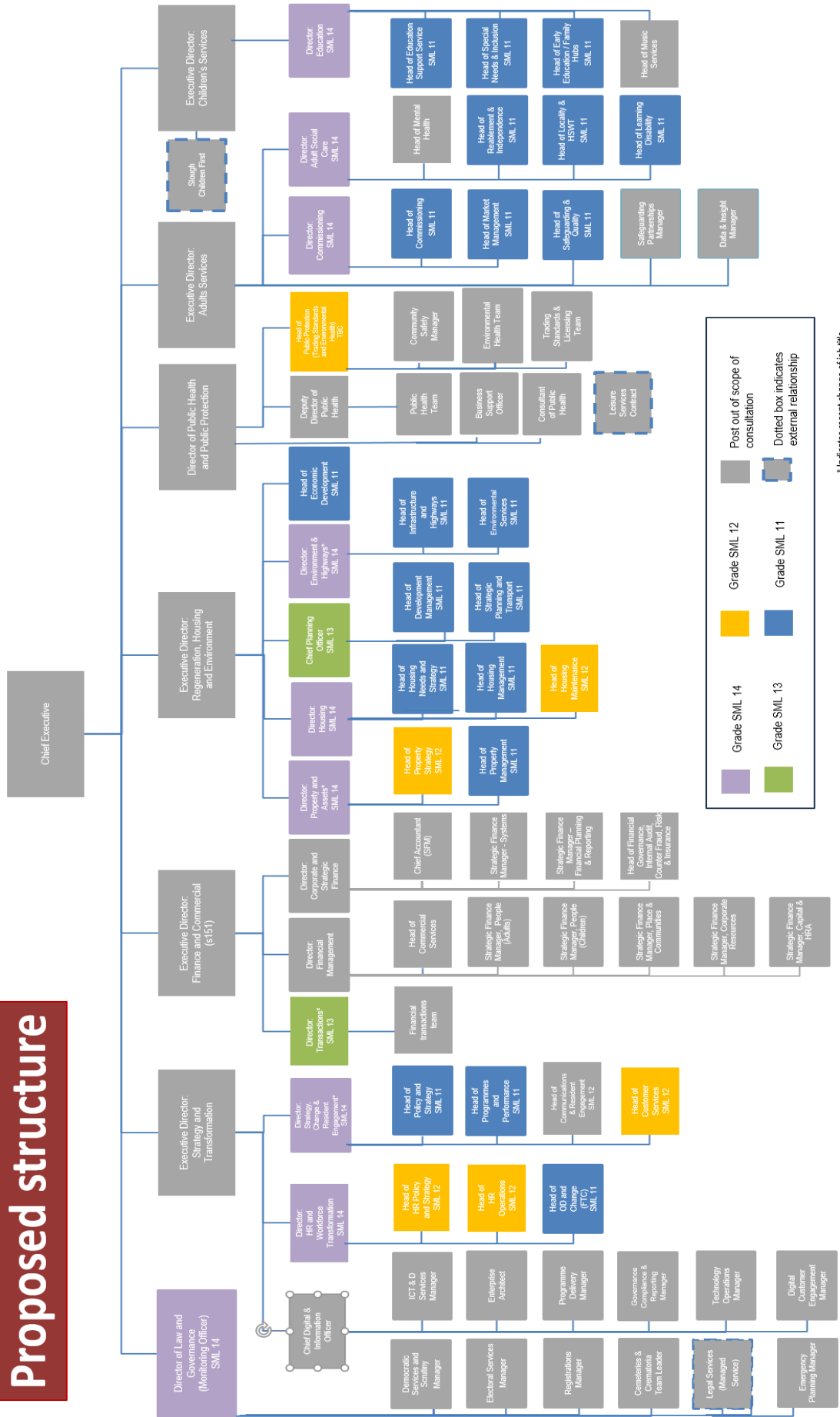
Envt: Environment, Regen: Regeneration

Emotional H&W: Emotional Health & Wellbeing

CVD: Cardiovascular disease

CA: Cancer prevention

Proposed structure



Post out of scope of consultation
 Dotted box indicates external relationship
 Grade SML 12
 Grade SML 11
 Grade SML 14
 Grade SML 13

* Indicates recent change of job title

Daily and monthly responsibilities

Role overview

- Director of Public Health will be 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.
 - deliver an independent annual report on the health of local communities for publication by Council, to stimulate debate and/or action by the Council and partners.
- To use all the resources available to ensure that the local system is able to tackle determinants and underlying causes to improve population and planetary health.
 - To work with local communities, to inspire innovative solutions to improve health and wellbeing and community resilience whilst reducing inequalities and maintaining the confidence of Councillors and government.
 - To set the strategic direction for leisure, communities, public health and public protection across Slough to ensure complimentary and coherent programmes that improve opportunities and outcomes for results.
 - To develop licensing, Environmental Health and Trading Standards strategies to challenge antisocial behaviour, health issues and to properly enforce legislation relating to poor housing conditions in the Borough.
 - To ensure robust planning and delivery of statutory duties and corporate priorities.
 - To collaborate with local, regional and national bodies.
 - To ensure monitoring of progress and implementing corrective measures where needed.
 - Ensuring expert advice and interpretation of policy and legislation to the council.
 - To advocate for health and wellbeing equity in Slough.

On behalf Slough Borough Council, the post holder will:

- Support the Chief Executive, Cabinet and Councillors in developing and delivering the Council's strategic agenda.
- Operate strategically as a member of the Corporate Leadership Team across the Council, influencing policy and practice maximising the sustainability and impact of the organisation.
- Have oversight of the commissioning and delivery of services and interventions which are effective, affordable and meet quality standards.
- Act as a leader across the local system of public services, influencing change and enabling a culture of evidence-based practice, efficiency, continuous improvement, innovation and evaluation.
- Be accountable for shaping and delivery of the public health, communities, leisure and public protection agenda taking account of the national agenda and benchmarking.
- Work closely with counterparts, elected members and officers in other LAs to deliver programmes across broader geographies where appropriate.
- Lead and ensure 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 decision-making processes.
- Carry out other responsibilities as agreed by the Council, commensurate with the grade of the post and deputise for other Directors and the Chief Executives when required.

Scope of role

- To lead strategic delivery of all aspects of the corporate plan relevant to the role, due to the focus of the corporate plan on reducing the healthy life expectancy gap
- To maintain strong relationships across the Council and with statutory, third sector and other partners to develop partnership plans and a programme of work to improve the opportunities and outcomes for Slough and tackle inequality.
- To work with political leaders to ensure that programmes and options and decisions are well informed and are appropriately evidence and data driven.
- To work alongside elected members to maximise the impact of the Health and Wellbeing Board.
- To ensure availability of systems for surveillance, monitoring and evaluation of the needs of local communities.
- To promote application of scientific principles to assessing need, selecting interventions, and measuring progress of the Council's' strategic agendas.
- To provide assurance that the health protection system for local communities, protecting from infectious diseases, environmental hazards and emergencies, is fit for purpose and that the council and partner agencies are fulfilling their responsibilities.
- To support integration which meets the needs of local communities and is cogent with the national approach, including through the Health & Wellbeing Board.
- To advise elected members and officers on statutory obligations and other health and wellbeing, communities, leisure and public protection issues.
- To work with UKHSA, OHID, NHS England and other bodies to ensure coherent strategy, planning and responses.
- To oversee the provision of public health advice to ICSs supporting the commissioning of appropriate, effective and equitable health services.

- To ensure that the public health grant is spent in accordance with the conditions set and provide assurance as set out in the grant circular.
- To manage Council resources including the Public Health Grant across people, property, information and finance effectively and efficiently.
- To ensure services are commissioned and performance managed within the Council policy and responsive to the needs of the communities.
- To maintain 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, ADPH, UKHSA and other channels to advocate for the public's health and protection.
- To maintain expected levels of competency – refer to Appendix 1: Faculty of Public Health competencies.

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 Slough Borough Council 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 outwith 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 the Slough borough benefit from population health and care programmes (development of sustainable transformation plans 2016-20).

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 Slough Borough 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 Slough 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.

- Work 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 Slough Borough Council boundaries to ensure residents of Slough benefit from population health and care programmes (the Sustainable Transformation Plans which apply from 2016 to 2020).

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 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 Slough Borough Council.

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 Slough 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.

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.

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. 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.
4. Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified).
5. Agree any external professional roles and the time required to deliver those roles with the Council.

Appendix 1: Faculty of Public Health: competencies expected of all public health consultants

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 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.

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 be able 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, 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.

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. 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.

VII. 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.

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 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.

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.

DIRECTOR OF PUBLIC HEALTH PERSON SPECIFICATION

Behaviours	Recruitment and selection
<p>Leadership</p> <p>Establishing and promoting a clear public health and protection vision which is coherent with corporate strategy, the political vision for Slough, Government policy and takes account of social and economic context. Developing an effective team with appropriate skill mix to enable the Authority to deliver its full range of responsibilities.</p> <ul style="list-style-type: none"> • Developing effective relationships with elected members to ensure a coherent PH and protection vision and operational plan. • Work with fellow directors to ensure public health principles underpin LA delivery. • Work with communities and media to ensure needs of local communities are made explicit and addressed by the H&WB. • Deliver the independent report of the DPH to compel action. 	<p>Application and Interview</p>
<p>Community and population focus</p> <p>Working together with a shared purpose and common values, looking for ways to improve access to services by communities and individuals. This is seen by:</p> <ul style="list-style-type: none"> • Actively seeking to understand the communities that are served and promoting and demonstrating an active commitment to meet their needs. • Setting new standards for innovation in commissioning and delivery of services that anticipate and exceed expectations. • Engaging with a wide range of stakeholders and partners to gather and evaluate information and make collaborative judgements and decisions. • Making timely and sometimes difficult decisions for the benefit of Slough residents. 	<p>Application Interview</p>
<p>Results Focus</p> <p>Co-development of a model of health with local stakeholders and the metrics to support; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework.</p> <p>This is seen by:</p> <ul style="list-style-type: none"> • Acknowledging and working with ambiguity and complexity, making significant decisions where no precedents exist • Ensuring a best practice performance culture is developed and sustained • Setting, communicating and monitoring stretching organisational objectives and objectives 	<p>Interview</p>

<ul style="list-style-type: none"> • 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 	
<p>Improvement and Change</p> <p>Developing and sustaining 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. This is seen by:</p> <ul style="list-style-type: none"> • Taking risks and moving into uncharted territory while taking accountability for results and failures • Welcoming the inevitable mistakes as part of the creative process • Suggesting the unthinkable to stimulate alternate ways of thinking • Focusing team performance on the achievement of outcomes that will maximise the resources available • Finding new ways of securing or deploying significant amounts of financial resource to meet new objectives • Advocating and role modelling the use of evaluation techniques to support innovation 	Interview
<p>People Development</p> <p>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. This is seen by:</p> <ul style="list-style-type: none"> • Encouraging professional and career development • Developing the talent pools required for succession • Ensuring comprehensive workforce plans are in place 	Application Interview
<p>Functional competencies</p> <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, health care public health and public protection issues. Develops service practices and ensures appropriate application. 	Application Interview
<ul style="list-style-type: none"> • Detailed knowledge and experience in management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness 	Application Interview
<ul style="list-style-type: none"> • Detailed knowledge of people management. Carries out effective management of staff and 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 	Application Interview

<ul style="list-style-type: none"> • Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams. 	Application
<p>Qualifications</p> <ul style="list-style-type: none"> • The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk) • 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 • 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 • Public health specialty registrar applicants who are not yet on the GMC Specialist Register, GDC Specialist List in dental public health or UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview. • 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 • MFPH by examination, by exemption or by assessment, or equivalent 	Recruitment and selection Application form
<ul style="list-style-type: none"> • Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body 	Application
<p>Knowledge, experience and skills</p>	
<ul style="list-style-type: none"> • Understanding of NHS and local government cultures, structures and policies 	Interview
<ul style="list-style-type: none"> • Understanding of social and political environments. 	Interview
<ul style="list-style-type: none"> • Excellent oral and written communication skills, able to converse easily in English, (including dealing with the media) including presenting to mixed audiences and the media 	Application Interview
<ul style="list-style-type: none"> • Practical experience in facilitating change 	Application Interview
<ul style="list-style-type: none"> • Budget management skills 	Application
<ul style="list-style-type: none"> • Understanding of the public sector duty and the inequality duty and their application to public health & protection practice 	Application Interview

<ul style="list-style-type: none"> The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle 	Application
<ul style="list-style-type: none"> This position is subject to a criminal records disclosure check 	YES
<ul style="list-style-type: none"> This is a politically restricted position 	YES

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.