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| Job Title**:** | Director, Wellbeing, Public Health & Communities |
| **Function**: | People, Policy, Economy and Public Health |
| **Document Date**: | 12/04/2024 |
| **Grade**: | Grade B1 |
| Job Field: | Public Health |
| Job Code: | *HR to complete* |
| Professionally accountable to: | Professionally accountable to the Council (and the OHID/DHSC Regional Director of Public Health) |
| Key Relationships: | * Cabinet/Portfolio holder * Senior Management Team * Local NHS bodies * UK Health Security Agency * Office for Health Improvement and Disparities * Health and Wellbeing Board * Local Resilience Forum * NHS England * District/Borough Councils * The public and the press |
| Job Purpose At Essex County Council (ECC), we look after a large and diverse region of the country. Essex covers over 1,420 square miles and has over 1.8 million residents. ECC are driving forward an ambitious transformation programme, maximising opportunities to become a leading Authority in the country.  Performing a key role in the organisation, the Director, Wellbeing, Public Health & Communities will work closely with the Chief Executive, Corporate Leadership Team (CLT) and with other Directors. Together they will formulate corporate policy objectives and plans, ensuring the effective corporate management of ECC The postholder must therefore be an extremely effective communicator and team player. This is a highly visible and demanding role that requires a leader who already has a strong professional reputation.  This unique role is responsible for leading, developing and delivering a Public Health  and Communities strategy, which will ensure that our residents enjoy long and healthy  lives, improving the wider determinants of health to reduce disparities across the counties and enable residents to fulfil their potential and create self-sustaining strong communities.  The Director, Wellbeing, Public Health & Communities, in collaboration with the Executive Director of People, Policy, Economy and Public Health, is responsible for increasing the economic, cultural, social, health and well-being of the residents and communities of Essex. This leader will develop strategic approaches, innovative programmes and collaborative models that reflect the socio-economic diversity of Essex and the wider determinants of health which leverage the full resources of the council, its partners and communities to enable good public health and strong communities, creating a culture of continuous improvement in health and wellbeing, innovation and evaluation.  This leader will make a positive impact to the challenges of health inequalities, ensuring access, participation and opportunity for all and in this role will develop strategic direction for physical, mental and lifestyle health, maximising the benefits of integration with health, social care and other services across the broad Essex partnership landscape. The Director, Wellbeing, Public Health & Communities will need to bring a strong commercial focus to the diverse range of services within the scope of the role, with a solid background of operational experience. This leader will be influential and resilient in working with residents, stakeholders and politicians and be someone who can balance complex and conflicting demands.  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 and is the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). | |
| Organisational Accountabilities Director roles can be appointed as appropriate as a member of the council’s Corporate Leadership Team and play an active role in the corporate management and development of the council as a whole. The role is accountable for:  • Being an exemplar systems leader - displaying the behaviours expected to support our vision and strategy with Cabinet, CLT, partners and employees at all levels.  • Working collaboratively across the council to support the delivery of best possible outcomes for our customers on a financially sustainable basis.  • Working collaboratively with the Chief Executive and Leader of the council, other members, partners and the community to support the long term vision.  • Accountable for creating and proactively leading change initiatives which support our longer term vision.  • Anticipating and predicting the long term impact of national and international developments, within an area of expertise to inform the wider function and the council’s strategy.  • Using sound commercial judgement to find novel solutions to emerging and complex issues.  • Maximising digital technologies and innovation across the council and with stakeholders and partners.  • Celebrating and considering equality and diversity as part of all decisions taken.  • Using professional expertise to translate the vision and strategy into strategies, goals and plans for the functional area.  • To manage relationships with customers, suppliers and partners to ensure the best outcomes for Essex.  • Being widely externally networked with fellow professionals, partners, stakeholders and communities outside the council to evaluate and bring in and apply new practices. | |
| Service/Functional Accountabilities Accountable for all aspects of the delivery strategy for services, ensuring that performance management for the allocated group of services is clearly defined in terms of benchmarked outcomes and defined short, medium and long term business, performance and quality targets.  Lead on the delivery and commissioning of efficient and effective services to residents and stakeholders within this portfolio, listening and responding to their needs where possible whilst ensuring services are configured to reduce demand.  Accountable for both the development and delivery of a Public Health and Wellbeing policy and strategy that improves the health and wellbeing of residents in Essex, creating strengthened, self-sustaining communities, including identifying local priorities for health improvement and protection within the Public Health Outcomes Framework for England in partnership with the Health & Wellbeing Board  Ensure services for improving health and wellbeing of local communities are commissioned within the Council policy, promote innovation and appropriate risk management and are responsive to the needs of the communities in Essex and over time. Ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.  Provide the leadership to drive improvements in the health and wellbeing of the residents of Essex to reduce inequalities in health outcomes and working in collaboration with UKHSA to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards.  Deliver 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  Provide assurance that the health protection system for local communities is fit for purpose  Develop and deliver a community engagement strategy which complements the delivery of Public Health and Wellbeing initiatives.  Build powerful relationships at senior Director levels with health organisations, councils in Essex, government, health organisations, the private sector and with local authorities beyond our boundaries, to deliver for our residents, communities and businesses. Collaborate across local authority boundaries to ensure residents of Essex benefit from population health and care programmes (the Sustainable Transformation Plans which apply from 2016 to 2020).  Accountable for the strategic direction and delivery for a portfolio of community based services ensuring alignment to the Corporate plan and associated priorities, including commerciality and sustainability, maximising business development and income generation.  Support the Executive Director of People, Policy, Economy and Public Healt on all national, regional and local partnerships and boards where public health, well-being or strengthening communities are the substantive focus.  Be the chief officer and principal adviser on public health to the Council, local communities and local partners, 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).  Work with the UKHSA 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 that the Council has implemented its EPRR responsibilities and through Co-chairing of the Local Health resilience Forum, that partner organisations (UKHSA, OHID, NHS England and the ICSs) have delivered their EPRR responsibilities.  Delegated functions as detailed in the council’s constitution (or as amended from time to time).  Specific individual and shared targets and objectives are defined annually within the performance management framework.  Additional requirements set out by the Faculty of Public Health are set out in Appendix 1. | |
| Wellbeing Effective local occupational health support (confidential, includes modalities of self-referral, promoted regularly at induction and when in post) e.g. The post holder should usually have access to the Occupational Health (OH) Department, (full address, telephone and email). The OH team should have access to a physiotherapist and psychologist, and the post holder may self-refer or be referred through their manager. The post holder should have access to counselling, including face to-face, and well as legal and financial support and other wellbeing resources. Information about Occupational Health will be disseminated at the induction and regularly when in post to ensure the post holder has timely access to the details if help seeking is necessary.  Availability of local initiatives/resources that promote workforce wellbeing (for example, self- care, work-life balance, stress management, coaching/mentoring, peer group support).  Our Wellbeing Strategy 2020 – 2025 sets out Essex County Council’s vision and aims for employee wellbeing. We focus on four integrated pillars of wellbeing: physical, mental, social, and financial wellbeing.   Work programme 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 to be devoted to public health duties and to supporting professional activities (as per the Academy of Medical Royal Colleges recommendation). A formal job plan will be agreed between the post holder and the line manager (usually 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. A suggested draft timetable will be available once appointed, Dimensions **Budgetary management responsibility (direct or indirect impact):**  **People management responsibility:** Line management responsibility for 7fte direct reports and 113fte wider team. Including ensuring appropriate management and support for Specialty Registrars (in Public Health)  **Breadth of roles with major impact (level, contacts, impact on Essex County Council):**   * Cabinet/Portfolio holder * Senior Management Team * Local NHS bodies * UK Health Security Agency * Office for Health Improvement and Disparities * Health and Wellbeing Board * Local Resilience Forum * NHS England * District/Borough Councils * The public and the press   Expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements.  Chief Executive  Executive Director, People, Policy, Economy & Public Health    Structure chart is reflective of current arrangements.  (The terms and conditions for the post are described in appendix 4 | |
| Skills, Knowledge and Experience Educated to masters degree level or equivalent by experience.  Registered public health specialist included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR). Evidence of continuing professional development and expert knowledge of legislative framework in Public Health and Communities.  Proven leadership skills and behaviours which have the ability to positively drive culture, focus on results and forge a strong team from diverse backgrounds across organisational boundaries.  Authoritative and credible with the ability to influence both strategically and corporately in a complex organisation and with the most senior stakeholders and partners, across local and national government, the private sector and with communities.  Proven communication skills with an exceptional ability to develop networks and partnerships, influence both strategically and corporately in a complex organisation with senior stakeholders and partners, across government and nationally.  The ability to develop, agree and review top level strategy, vision and direction while managing conflicting priorities.  A deep and authoritative understanding, gained through substantial experience, in delivering value for money services in a complex and diverse organisation.  Strong programme management and commercial experience from delivering projects at scale, working with supply chains and partners, with evidence of a clear understanding of the financial responsibilities associated with major programmes.  Experience of creating and proactively leading change initiatives in a complex environment.  The postholder is also expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies (Appendix 2) and the person specifications (Appendix 3). | |
| Leadership Behaviours/Professional Competence Please click the link below to access:-  [Leadership behaviours](http://www.essex.gov.uk/Documents/Leadership_behaviours_new.pdf) | |

**Appendix 1: Professional requirements and responsibilities**

The Director of Public Health is Accountable for advising the Local Authority on its statutory and professional public health obligations and for fulfilling those statutory responsibilities and the duties of the role of Director of Public Health arising directly from the NHS 2006 and Social Care Act 2012, which includes but is not limited to:

* all of the 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
* discharging ECC’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
* undertaking such other public health functions as the Secretary of State specifies in regulations
* Producing an independent annual report on the health and wellbeing of local communities for publication by Essex County Council, to stimulate debate and/or action by the Council and partners.
* Supporting the Health & Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities.

The Director of Public Health will be expected to:

* Participate in the organisation’s staff and professional 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. *(<If the postholder designs and delivers core training, specify as applicable and give details of postholder’s involvement e.g. lead trainer, trainer on a module, develops training for others, etc>)*
* 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).

Agree any external professional roles (Educational Supervisor, Appraiser, etc.) 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 (Based on the 2022 PH Specialty Training Curriculum)**

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 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.*

* 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 be able 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, 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.*

* 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. 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.*

* 1. **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.*

* 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 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.*

* 1. **10. Integration and application for consultant practice**

*To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.*

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

**Appendix 3: Person specification (Director of Public Health, LA name)**

**Competencies and other requirements**

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| **Behaviours** | **Recruitment and selection** |
| **Leadership**  Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the and consistent with Government policy and takes account of social and economic trends. This is about role modelling through their own actions the types of behaviours expected of others in creating a high performing public health culture.   * Developing an effective PH team with appropriate skill mix to enable the Authority to deliver its full range of PH responsibilities * Developing effective relationships with elected members to ensure a coherent PH vision and operational plan * Work with fellow directors to enable/ensure public health perspective/principles underpin all aspects of 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 in such a way as to compel all members of the H&WB to take action | CV and Interview |
| **Community and population focus**  It means working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals. This is seen by:   * 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 where needed, difficult decisions for the benefit of the people of Essex County Council. | Application form  Interview |
| **Results Focus**  Co-development of a model of health with local stakeholders (including local communities) and the metrics to support; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework.  This is seen by:   * 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 * 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 | Interview |
| **Improvement and Change**  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:   * Taking risks and moving into unchartered 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 |
| **People Development**  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:   * Holding direct reports accountable for people development generally and specifically for releasing high performers for personal development * Articulating the many long-term benefits of talent management and developing the talent pools required for succession * Ensuring comprehensive workforce plans are in place | Application form  Interview |
| **Functional competencies**   * Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice. * Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. Provides advice on the more complex instances | Application form  Interview |
| * 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 | Application form  Interview |
| * Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments | Application form  Interview |
| * 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 form |
| **Qualifications**  [The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk)](https://www.legislation.gov.uk/uksi/1996/701/regulation/4/made)   * 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 |
| * 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 form |
| **Knowledge, experience and skills** |  |
| * Understanding of NHS and local government cultures, structures and policies | Interview |
| * Understanding of social and political environment | Interview |
| * Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media | Application form  Interview |
| * Practical experience in facilitating change | Application form  Interview |
| * Budget management skills | Application form |
| * Understanding of the public sector duty and the inequality duty and their application to public health practice | Application form  Interview |
| * 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 form |
| * This position is subject to a criminal records disclosure check | **YES** |
| * This is a politically restrictive position | **YES** |

**Appendix 4: Terms and Conditions ECC Grades A to C**

