

Role Profile

Job Title:	Director of Public Health
Location:	Colindale
Directorate:	Communities, Adults & Health
Grade:	5
Type of Working:	Hybrid Working
Reports to:	Executive Director, Communities, Adults and Health

1. Job Purpose:

This role 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). As such, the Director of Public Health is a statutory chief officer of the authority and the principal adviser on public health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection, wellbeing and health care.

This role has responsibility for all of Barnet's duties to improve public health and 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.

The post holder will also be responsible for exercising Barnet's functions in planning for, and responding to, emergencies that present a risk to public health. The post holder is responsible for the effective commissioning of all services within the public health commissioning remit and ensuring that public health statutory duties and services are effectively delivered.

The role involves co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders and producing an independent annual report on the health of local communities.

2. Key accountabilities:

The Public Health team is based in the Communities, Adults and Health directorate of the London Borough of Barnet, which also includes adult social care, leisure & sports, cemeteries & crematorium, and parks, trees & woodlands.

The Director of Public Health will:

Be the chief source of expert public health leadership and advice to the Council on all aspects of public health.

Be responsible for leading the development and driving the implementation of programmes to improve the health and wellbeing of the local population and to reduce inequalities in health – thereby contributing to the implementation of Barnet’s corporate plan and medium term financial strategy and through this achieve key public health goals and outcomes.

Be responsible for leading health protection for Barnet - safeguarding the health of the population in relation to communicable disease, infection control and environmental health, including delivery of immunisation targets, putting in place local arrangements for on-call activity, and communicating effectively with the public and media organisations.

Be responsible for the delivery of all public health commissioning functions, ensuring commissioned services are effective.

Play a powerful role in forging partnerships with and influencing all local agencies to ensure the widest possible participation in the health and wellbeing agenda.

Work closely with the UK Health Security Agency and the Office for Health Improvement and Disparities and other relevant organisations to ensure high levels of local resilience.

Be a highly effective leader for the Public Health Service, ensuring they continue to contribute appropriately to wider public health networks and bringing public health practice, teaching and research together as appropriate.

Be the lead officer for the Health and Wellbeing Board and lead the development and implementation of Barnet’s Health and Wellbeing Strategy.

Be responsible for producing an independent annual report on the health of the local population.

Be responsible for leadership and management of the public health team.

Be responsible for management of the public health budget, within the Council’s financial and business planning approach.

Provide public health advice for Barnet to the North Central London ICB, relevant GP bodies and other partner agencies on the identification of local health priorities, the implementation of action to address these priorities and the setting and monitoring of local targets.

Regularly review and update the learning programme for public health trainees and support the training of practitioners and primary care professionals within Barnet who are responsible for providing public health services.

Contribute to the wider local authority corporate agenda, ensuring appropriate advice is given to the boroughs’ officers and elected members on public health impacts of council work.

Work with other public health colleagues to strengthen public health capacity and delivery across the region/country.

Ensure that appropriate information and intelligence systems are in place, using these to receive, interpret, provide and advise on highly complex information about the health of populations to the Council, NHS, and voluntary organisations while developing an appropriate evidence base.

Work with relevant commissioners covering Barnet to strengthen local, regional and national public

health intelligence and information capacity.

Provide expert advice to support evidence based commissioning, prioritisation of services for the population (and in some circumstances for the individual) in order to maximise opportunities for health.

Lead the communication, dissemination, implementation and delivery of national, regional and local public health policies and strategies, developing inter-agency and interdisciplinary strategic plans and programmes, working at director level and linking in with wider strategies, i.e. community safety, the environment and sustainability.

Work in partnership with a range of agencies such as those in the statutory, non- statutory, voluntary and private sectors, to secure short and long-term strategic plans for health improvement both in the general population and in vulnerable groups at high risk of poor health and/or reduced life expectancy.

Undertake appropriate learning and development activity including the carrying out of academic research to inform equitable service provision and to reduce health inequalities.

3. Core Accountabilities

- **Think Customer:** To ensure that outstanding customer service is being delivered on a day-to- day basis for all customers of the Council's Public Health Services and that any issues or complaints are dealt with, and resolved, in an effective and timely manner.
- **Leadership and People Management:** To provide strong, visible leadership and professional supervision for service staff and/or external partners to ensure a high quality of service provision within professional guidelines and standards.
- **Democratic Spine:** To provide detailed operational data to the cabinet and members, as required, to highlight the performance Public Health services against agreed performance standards and to raise any specific, high-priority service issues for their attention.
- **Financial & Risk Management:** To manage operational budgets within agreed financial parameters, and monitor compliance with relevant legislation, statutory duties and Council policies to manage risk appropriately.
- **Resource Planning & Management:** To manage the use of set resources (people, assets etc.) to ensure that they are best deployed to meet identified needs and achieve agreed service outcomes and manage the day to day delivery of services.
- **Contract Management:** To manage the operational aspects of specific contracts for the service area ensuring that they delivery against agreed service quality levels.
- **Stakeholder Management:** To manage operational stakeholder relationships to ensure high quality service delivery and that customer outcomes are met. To develop close internal partnerships, e.g. Commissioning Directors, to effectively deliver high quality services.
- **Service Expertise:** To manage commissioning and delivery activity with partners to ensure that service level contracts reflect service knowledge and experience to ensure high quality customer outcomes are consistently achieved.

4. Financial Responsibilities:

5. Health and Safety Responsibilities:

- Abide by of Barnet’s health and safety policy, associated arrangements, and implement the Senior manager’s/Director’s responsibilities set out therein.
- Complete mandatory health and safety training
- Ensure strategic/service plans take account of health and safety risks and effects on employee wellbeing
- Monitor health and safety compliance arrangements and take action where there are concerns
- Include health and safety in regular management team/board meetings
- Lead by example, monitor and enforce health and safety compliance of managers
- Ensure sufficient resources are allocated to managing risk

6. Promotion of Corporate Values

To ensure that customer care is maintained to the agreed standards according to the council’s values. To ensure that a high level of confidentiality is maintained in all aspects of work. Our values:

Caring / Learning to Improve / Inclusive / Collaboration

7. Flexibility

In order to deliver the service effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties, however, will fall within the scope of the post, at the appropriate grade.

8. The Council’s Commitment to Equality

To deliver the council’s commitment to equality of opportunity in the provision of services. All staff are expected to promote equality in the workplace and in the services the council delivers.

PERSON SPECIFICATION

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Criteria	Essential/Desirable	Assessed by:
Professional Membership/Qualification		
Educated to degree level with a relevant professional	Essential	Application/Interview

qualification.		
GMC Specialist Registered with a license to practice/GDC Specialist Register/UK Public Health Register (UKPHR) for Public Health Specialists with the relevant training or equivalent specialist knowledge in respect of Public Health.	Essential	Application/Interview
Experience & Knowledge		
Experience of operating at a management level in a complex organisation, with a successful track record at a senior level.	Essential	Application/Interview
Successful track record of developing and delivering services which are effective at meeting customer needs and are cost efficient.	Essential	Application/Interview
Experience of successfully managing operational services and relationships.	Essential	Application/Interview
Strong leadership and people management skills. Strong project management skills and experience.	Essential	Application/Interview
Extensive experience in budget management and savings planning and delivery. Strong partnership development and management skills.	Essential	Application/Interview
Skill & Ability		
Extensive knowledge and understanding of Public Health including relevant legislation and statutory frameworks and the implications of this in a local government setting.	Essential	Application/Interview
Strong numeracy and literacy skills including the ability to demonstrate highly developed analytical skills using qualitative and quantitative data	Essential	Application/Interview
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.	Essential	Application/Interview
Values & Behaviours		
Caring		
Integrity- I work with candidates and colleagues in a way that builds trust.	Essential	Application/Interview
Empathy- I say "thank you" and "well done" where appropriate, and take time to 'check in' to see if the people I work with are ok	Essential	Application/Interview

Support- I support my colleagues to deliver excellent services. I focus on resolving any issues and capturing lessons learnt	Essential	Application/Interview
Learning to Improve		
Insight- I regularly rely on evidence and professional standards to support my work and decision making.	Essential	Application/Interview
Agile-I am fully empowered to act within the scope of my role	Essential	Application/Interview
Growth Mindset- I take responsibility for my own personal development, growth and learning and support others with their learning and development where I can	Essential	Application/Interview
Inclusive		
Personal Responsibility- I am curious about what is important to others around diversity. I reflect and act upon this curiosity to improve my own understanding	Essential	Application/Interview
Engage with discomfort- I am open to and reflect on what makes me uncomfortable and use my engagement with others to challenge myself and constructively challenge others	Essential	Application/Interview
Champion Diversity- I recognise the advantages and importance of equality, diversity and inclusion in delivering outcomes for residents, and take an active role to ensure they are implemented and integrated in everything I do.	Essential	Application/Interview
Collaborative		
One Team- I actively and purposefully build my network of relationships with people across the Council and with partners. I proactively seek feedback and evidence as a way of learning from and improving the way I work with others	Essential	Application/Interview
Accountable- I accept responsibility for my own actions and decisions, and demonstrate commitment to ensuring these align to what is best for Barnet	Essential	Application/Interview
Outcomes Focused- I adapt my way of working to best suit the outcome we are trying to achieve within the scope of my role and professional standards	Essential	Application/Interview

Appendix 1: 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.

- I. 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.

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 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 and behaviours influencing health at a system, community and individual level.

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.

VII. 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.

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 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.

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.

Appendix 2: SPECIMEN PERSON SPECIFICATION, DIRECTOR OF PUBLIC HEALTH

Competencies and other requirements

Behaviours	Recruitment and selection
<p>Leadership</p> <p>Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the Barnet 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.</p> <ul style="list-style-type: none"> 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 	<p>CV and Interview</p>

<ul style="list-style-type: none"> • 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 	
<p>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:</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 where needed, difficult decisions for the benefit of the people of Barnet 	<p>Application form Interview</p>
<p>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:</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 • 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>Interview</p>
<p>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:</p> <ul style="list-style-type: none"> • 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 	<p>Interview</p>
<p>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:</p> <ul style="list-style-type: none"> • 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 	<p>Application form Interview</p>
<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. 	<p>Application form Interview</p>

<ul style="list-style-type: none"> 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 	
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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
<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 form
<p>Qualifications</p> <ul style="list-style-type: none"> Inclusion in the GMC Specialist Register with a license to practice/GDC Specialist Register/UK Public Health Register (UKPHR) for Public Health Specialists. If included in the GMC Specialist Register/GDC Specialist Register in a specialty other than public health medicine/dental public health, must have equivalent training and/or appropriate experience of public health medicine practice. Public health specialty registrar applicants who are not yet on the GMC specialist register/GDC specialist register in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion on the GMC/GDC/UKPHR specialist registers Desirable to have MFPH but not essential 	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 form
Knowledge, experience and skills	
<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 environment 	Interview
<ul style="list-style-type: none"> Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media 	Application form Interview
<ul style="list-style-type: none"> Practical experience in facilitating change 	Application form Interview
<ul style="list-style-type: none"> Budget management skills 	Application form
<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 form
<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 restrictive position 	YES