

**Deputy Director of Public Health
Public Health Service
Adult Social Care, Children's Services and Public Health
Northumberland County Council**

NORTHUMBERLAND COUNTY COUNCIL

JOB DESCRIPTION

Post Title:	Deputy Director of Public Health
Grade and Salary Scale:	Grade 15
Department and Service:	Public Health Service, part of Adult Social Care, Children's Services and Public Health Group
Responsible To:	Director of Public Health, Northumberland

Purpose of the Post:

The Deputy Director of Public Health will be responsible for a Consultant level programme of work plus the responsibilities pertaining to the Deputy post. The postholder will play a key role in the improvement of health and social outcomes in Northumberland, working with the Director of Public Health on the development and implementation of the Public Health contribution to delivering the Council's operational plan.

They will lead a team of advanced public health practitioners and health improvement specialists working across the Northumberland system. They will be expected to take a lead role for cross department and cross-agency work on ensuring health is embedded across all policies and the role of public health in tackling the social determinants of health and health inequalities. This is a senior appointment within Northumberland County Council with the postholder being responsible for delivering the Council's statutory duties as well as shaping and commissioning significant strategic programmes across the life course to improve the health and wellbeing of people in Northumberland. The post holder will be expected to demonstrate strong leadership and change management skills working with partners at a senior level across the health and care system and as a member of the Council's senior leadership team.

The post holder will also be required to contribute to the general duties of the public health senior management team in relation to the delivery of the core offer to NHS Northumberland CCG and in managing relationships with partners in Public Health England, NHS England, the Northumberland System Transformation Board and within the Integrated Care Partnership and Integrated Care System.

As well as acting as the Deputy Director of Public Health, the post holder will hold responsibility for a Consultant-level programme of work across the life course to include children and young people, the social determinants and health protection but this is open to negotiation.

The job description will be subject to review in consultation with the postholder and in the light of the needs of the public health service and the employing organisation and the development of the specialty of public health and any wider developments in the field of public health.

Professional Obligation:

The post holder will be expected to:

- Continue to participate in the organisation's staff appraisal scheme and departmental audit;
- Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health in particular and to other specialities as appropriate; and to the training of practitioners and health and care professionals within the locality;
- Pursue a programme of CPD/CME, in accordance with the Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health Register or other specialist register as appropriate.

Relationships

Accountable to: The post holder will be accountable to the Director of Public Health, Northumberland.

Accountable for: A defined portfolio of public health activities subject to negotiation and management responsibility of staff.

General Contacts: Public Health England, NHS Northumberland CCG, local Trusts, VCSE, North East Commissioning Support (NECS), NHS England, other Local Authorities and other relevant stakeholders.

Key duties and responsibilities:

- Deputise across the full range of responsibilities held by the Director of Public Health.
- Have day to day responsibility for the business planning and performance of the public health team.
- Have oversight of all public health commissioning activities ensuring that a quality assurance framework delivers on our responsibilities as a responsible commissioner.
- Work with the intelligence team to develop and implement the JSNA, focusing on the need to address health inequalities and target interventions accordingly.
- Ensure the delivery of large scale cross-Council and cross-agency health programmes of work to include Making Every Contact Count and Health In All Policies.
- Responsible for the delivery of the Public Health Service Plan and in particular, the Public Health contribution to the Council's operational plan.
- Manage the delivery of pharmaceutical advice to the Public Health team.
- Act as the training location coordinator for the specialty training programme.
- Monitor and contribute to the formulation of department/service budgets and financial initiatives and authorised signatory of £1m.
- Use expert public health advice and leadership to ensure the use of the evidence base and quality standards in all work undertaken by the Public Health team and advise on the public health evidence base and quality standards for wider health related activities across the council.

- Direct line management of multiple members of the public health senior team and supervision of other staff attached for training purposes.

CORE COMPETENCY AREAS

Surveillance and assessment of the population's health and well-being

- To design, develop and utilise information and intelligence systems to underpin public health improvement and action across disciplines and organisations
- To receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the NHS, Local Authority and voluntary organisations
- To write and/or contribute to national and local policy setting reports on the health of the population of the area

Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services

- To provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and to develop high quality equitable services across primary, secondary and social care, and across sectors including local authorities, voluntary organisations, etc, in potentially contentious and hostile environments where barriers to acceptance may exist
- To be responsible for leading on service development, evaluation and quality assurance governance in specific areas and for preparing and adjusting action plans in line with changing needs and changing geographical boundaries
- To be responsible for the identification and implementation of appropriate health outcome measures, care pathways/protocols and guidelines for service delivery across patient pathways for the local population.

Policy and strategy development and implementation

- To lead on behalf of the organisation on the communication, dissemination and implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board or organisational authority to deliver key public health targets.
- To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health at Board or equivalent level.
- To be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.

Leadership and collaborative working for health

- To take the lead role developing inter-agency and interdisciplinary short and long-term strategic plans for securing health improvement both in the general population and in vulnerable groups at high risk of poor health and/or reduced life expectancy, in partnership with a range of agencies such as those in the statutory, non-statutory, voluntary and private sectors and by taking lead responsibility with a defined local authority (as agreed with the locality directors of public health). This requires the ability to work cross-directorate and across other agencies and voluntary organisations.

- To lead on the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets
- To influence external agencies in their public health policy decisions by working with complex professional, managerial and population groups and other organisations in the statutory, non-statutory and private sectors

DEFINED COMPETENCY AREAS

Health Improvement

- To be responsible for designated areas of health improvement programmes, public health surveillance, population screening or geographical areas. This may include engagement with primary care professionals and community staff to raise awareness and achieve engagement in their public health role.
- To take a Board or equivalent level leadership role in specified areas with local communities and vulnerable and hard to reach groups, helping them to take action to tackle long-standing and widening health inequality issues, using community development approaches as appropriate.
- To provide expert knowledge to ensure effective community involvement with regard to all the work of the organisation including commissioning and prioritising high cost services and to ensure that policies and strategies are interpreted, developed and implemented at all levels.

Health Protection

- To take responsibility for safeguarding the health of the population in relation to communicable disease, infection control and environmental health.
- To take part in local arrangements and contributing to the on call rota for the effective control of communicable disease, environmental hazards to health and emergency planning, as detailed in local health protection agreements.
- To communicate effectively and diplomatically with a wide audience including the media and the public to change practice in highly challenging circumstances such as communicable disease outbreaks, chemical incidents, immunisation and screening.

Service Improvement

- To provide expert advice to support evidence based commissioning across complex areas, prioritisation of services for the population (and in some circumstances providing highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients) in order to maximise opportunities for health
- To be responsible for implementation of NICE/National Service Frameworks or equivalent national standards/guidance and frameworks.
- To lead the development of clinical networks, clinical governance and/or audit.

Public Health Intelligence

- To analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts.
- To compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the local community.
- To lead, plan and design agreed aspects of the assessment of health needs, health inequalities, and health impact assessment, to identify areas for action within the local

population based on the best available evidence and to be responsible for short and long term planning and for providing advice on the treatment of groups of populations

Academic Public Health/ Research and Development

- To undertake and commission literature reviews, evaluative research surveys, audits and other research as required to inform equitable service and reduce health inequalities. This may involve taking the lead on R&D public health and related activities.
- To develop links with academic centres as appropriate e.g. FUSE and local universities, and/or the Public Health England to ensure the work of the organisation is based on a sound research and evidence base.
- To develop public health capacity through education and training by raising awareness of the contribution of public health skills and knowledge in the local health community, including the local authority and the voluntary sectors, by contributing to teaching at undergraduate and postgraduate level and by supervising those training and working in public health.

General/Corporate Responsibilities:

1. To undertake such duties as may be commensurate with the seniority of the post.
2. To ensure that the Council's corporate Health & Safety policy is followed and training is undertaken in all pertinent health and safety procedures
3. To partake in the Council and Directorate's staff training and development policies as well as the Council's system of performance appraisal
4. To treat all information gathered for the Council and Directorate, either electronically or manually, in a confidential manner
5. All employees are required to demonstrate a commitment when carrying out their duties which promotes and values diversity and equality of opportunity in relation to employees and service users which is in line with the Council's Equality & Diversity Policy.
6. To be responsible for identifying and managing all risks associated with the job role through effective application of internal controls and risk assessments to support the achievement of Corporate and Service objectives
7. To ensure the highest standards of customer care are met at all times
8. To ensure the principles of Value for Money in service delivery is fundamental in all aspects of involvement with internal and external customers
9. To ensure that the highest standards of data quality are achieved and maintained for the collection, management and use of data.
10. To positively promote the welfare of children, young people, and vulnerable adults and ensure that it is recognised that Safeguarding is everyone's responsibility; and to engage in appropriate training and development opportunities which enhance an individual's knowledge and skill in responding to children, young people and vulnerable adults who may be in need of safeguarding.

Our Values

The council's Corporate Plan 2018-2021 is the council's main strategic planning document and is a clear statement of the vision, strategic themes and policy priorities of the authority.

The plan:

- informs the budget setting process for the whole council
- provides a policy framework for each council service to shape and produce a service statement
- outlines our approach to transforming the way services are delivered
- shapes our ongoing organisational development

The plan describes the Vision of the council. This is:

“To make Northumberland a county which you regard as a great place to live, and in which you can access the things you enjoy, whilst having the opportunity to learn and thrive”

The plan sets out the council's Priorities. These are:

- Living - we want you to feel safe, healthy and cared for
- Enjoying - we want you to love where you live
- Connecting - we want you to have access to the things you need
- Learning - we want you to achieve and realise your potential
- Thriving - we want to attract more and better jobs

We have reviewed our values to ensure that they reflect our ambitions for the next four years. These are:

- Residents first
- Excellence and quality
- Respect
- Keeping our communities safe and well

These will form the basis of our new organisational strategy and will support the following themes:

- Ensuring our services are customer focused
- Supporting communities and staff to embrace change and innovation
- Involving communities and staff in decisions which affect them
- Supporting communities to feel safe
- Creating a healthy and positive working environment

For the council to deliver its vision, values and priorities requires a contribution from all of our employees. No matter which service or team our employees belong to, and no matter what job they do, they all have an important role to play.

**PERSON SPECIFICATION
CONSULTANT IN PUBLIC HEALTH**

Northumberland County Council

IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005. Further amended in June 2015, and September 2018
--

Education/Qualifications	<i>Essential</i>	<i>Desirable</i>
Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or the UK Public Health Register (UKPHR) for Public Health Specialists.	X	
<i>If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health practice</i>	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment	X	
Masters in Public Health or equivalent	X	
Personal qualities		
Able to influence, at times, without authority senior members including Directors and CEOs	X	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	
The ability to demonstrate personal credibility: Within public health Within the NHS and local government With senior clinicians and managers	X	
Experience		
Minimum of two years' experience in a consultant post working in or with Local Government	X	
Delivery of successful change management programmes across organisational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	
Project management skills	X	
Staff management and training	X	
Budget Management	X	
Training and mentoring skills	X	
Scientific publications, presentation of papers at conferences, seminars etc		X

Public health practitioner assessor/verifier		X
Educational supervisor	X	
Skills		
Strategic thinker with proven leadership skills and operational nous, particularly around system leadership	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	X	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	X	
Ability to design, develop, interpret and implement strategies and policies	X	
Ability to respond appropriately in unplanned and unforeseen circumstances	X	
Excellent presentational skills (oral and written)	X	
Sensible negotiator with practical expectations of what can be achieved displaying very highly developed skills in influencing, negotiating and persuasion	X	
Computer literate	X	
Ability to concentrate for long periods (e.g. very varied and highly complex analysis to produce long term strategies, media presentations), along with dealing with very high demands of work-related pressures e.g. deadlines, interruptions, conflicting demands.	X	
Resource management skills	X	
Knowledge		
In depth understanding of the health and care system and the relationships with both local national government	X	
In depth knowledge of methods of developing clinical quality assurance, quality improvement , evaluations and evidence based public health practice	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice	X	
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.	X	
Understanding of NHS	X	
Understanding of social and political environment	X	
Understanding of local authorities and social services	X	
Other Requirements		
Flexible approach to work by responding to the needs of the services including, at times, requirements to work beyond normal working hours	X	
Commitment to own continuous personal and professional development	X	
Strong team player, committed to an ethos of continuous improvement	X	

Commitment to Equal Opportunities		
Commitment to equal opportunities and the ability to recognise the needs of different service users	X	
Evidence of having completed training in equality and diversity awareness		X
Commitment to Service Delivery/Customer Care		
Commitment to provide a customer-focussed service	X	
Evidence of surpassing customer expectations or service targets / goals		X

GENERAL CONDITIONS

Terms and conditions of service

The post is subject to Northumberland County Council's Terms and Conditions of Service and relevant organisational employment policies.

On call arrangements

The postholder may be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazard control and emergency planning arrangements for Northumberland. Suitable training will be provided for those who need it in discussion with Public Health England.

Indemnity

As the postholder will only be indemnified for duties undertaken on behalf of Northumberland the postholder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of Northumberland and for private activity within Northumberland. For on call duties provided to other organisations as part of cross cover out of hours arrangements the Northumberland has confirmed that those organisations will provide indemnity for the post holder.

Flexibility

The postholder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this developing service. It is expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within any new and existing structures.

Confidentiality

A consultant has an obligation not to disclose (other than in accordance with GMC guidelines) any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

Public Interest Disclosure

Should a consultant have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she has a duty of candour and should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

Data protection

If required to do so, the postholder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The postholder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the General Data Protection Regulation (GDPR).

Health and safety

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

Smoking policy

The employing organisation has a policy that smoking is not allowed in the workplace.

Northumberland County Council premises and vehicles are designated as smoke-free areas. Smokers will be allowed to smoke only at locations at least 30 metres from the premises (or work vehicle) and away from public view.

Equal opportunities policy

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place and it is for each employee to contribute to its success.