

SANDWELL MBC
JOB DESCRIPTION
DIRECTOR OF PUBLIC HEALTH

Title:	Director of Public Health
Employing Organisation:	Sandwell Metropolitan Borough Council
Accountable to:	Professionally accountable to the Council (and the Secretary of State for Health through Public Health England) Managerially to Executive Director Adult Social Care, Health and Wellbeing
Hours:	37 Hours
Work base:	Sandwell Council / Jack Judge House
Salary:	£88,953 to £103,731
Key Relationships:	Cabinet/Portfolio holder Senior Management Team Local NHS bodies including Clinical Commissioning Groups Public Health England Health and Wellbeing Board Local Resilience Forum NHS England (District/Borough Councils) The public and the press

Job Summary

The Director of Public Health 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 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
-) producing an independent annual report on the health of local communities

In order to deliver their responsibilities on behalf of the residents of Sandwell the DPH will need to be a visible system leader in the health and wellbeing partnership arrangements. The DPH will be expected to use all the resources at their disposal to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities in Sandwell. Working with local communities, he/she should be able to inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities whilst at the same time maintaining the confidence of Councillors and government.

Description of the LA and the Public Health Department


Service Manager and above (Aug 17) 8.8.1
Chief Officer Structure


DPH structure - vAug17.pptx
Public Health Structure


Vision 2030 Briefing note 28 6 17.docx
Council Ambitions/vision


1515 SPH Annual Report 2015 Update_
Annual Reports www.healthysandwell.co.uk/annual-report

JSNA Research Sandwell <https://www.sandwelltrends.info/themedpages/Health/JSNA>

Job purpose and key responsibilities

The role of the Director is to work with Cabinet Members, the Chief Executive and the Management Board of the Council to provide management direction and leadership for services within the remit of the post – and to drive performance improvement in these services.

The Director of Public Health is the statutory chief officer and champion for health across the whole of the local authority's business, providing leadership for the integration of health improvement across council services. He or she is responsible for all the public health functions of the LA conferred in 2012 Health and Social Care Act and associated regulations, a statutory member of the Health and Wellbeing Board of the LA and has a responsibility to produce an annual report on the health of local people.

The DPH is responsible for delivering health protection, health improvement and advise on health services and ensuring that the impact on health is considered in the development of all LA policies.

To develop, support and promote a culture of continuous improvement and customer focus with the services, with an emphasis on the delivery of excellent frontline public services, value for money and cost-effective systems for setting targets, managing and monitoring performance, identifying weaknesses and delivering improvement.

To embrace modern business methods, flexible management arrangements and agile working to enable fast and effective organisational change to meet increasing customer expectations, continuously reduce costs and arrange in a cost-effective and efficient manner all of the services allocated to the post.

To be the person who elected members and senior officers look to for leadership, expertise and advice on a range of issues, from outbreaks of disease and emergency preparedness through to improving local people's health and concerns around access to health services.

To know how to improve the populations health by understanding the factors that determine health and ill health, how to change behaviour and promote both health and well being in ways that reduce inequalities in health.

To provide the public of Sandwell with expert, objective advise on health matters.

To carry out statutory duties allocated to the post and act as expert officer as required by the Council.

Context

The Director of Public Health post will understand and enhance the health of the people of Sandwell Metropolitan Borough Council and adopt an approach which:

-) Understands the link between economic success and good health and takes a long term approach to strategic improvement in both
-) Develops a clear, targeted long term strategy that ensures health and social care, education, housing, jobs and economic policies and infrastructure are shaped in ways which deliver maximum improvements in health and wellbeing
-) Minimise the adverse effects of demographic change and potential threats from poor health on the long term competitiveness of the Sandwell. The challenges of a growth in numbers of older people and people with disabilities will require a medium term strategy.

These roles are derived from Government policy and clearly identify the unique contribution which local authorities can make to improve the health and wellbeing of communities through:

-) Their statutory responsibilities and powers with respect to health protection and health scrutiny
-) The level, distribution and quality of services they directly commission or provide
-) Strategic leadership-promoting and supporting partnership working by public and private sector agencies on key priorities such as community safety, alcohol and drugs prevention and treatment
-) Community leadership-enabling Members to engage effectively with their communities with respect to health and intelligently holds the NHS and the local authority to account
-) Advocacy and influence-national and local policy development

Corporate Responsibilities

To act as a member of the Councils Management Board of Directors and contribute to the achievement of all the Council's corporate objectives and priorities.

To work through local resilience for a to ensure effective and tested plans are in place for the wider health sector to protect the local population from risks to public health.

To work in partnership with other bodies to promote and improve health and well being across Sandwell.

To contribute to and influence the work of NHS commissioners and other NHS bodies, ensuring a whole system approach across the public sector.

To promote effective communications and act as an ambassador, both internally and externally, in order to support the Council's corporate objectives and promote the reputation of the Council and Sandwell Borough.

To build active working partnerships with external agencies in the public, private and voluntary/charitable sectors, and with local businesses and community representatives.

To undertake a key role within the Councils corporate resilience, emergency planning and business continuity arrangements (this includes requirements to participate in an emergency contact rota and be available in the event of an emergency to perform the duties allocated to the post within the Emergency Plan and Business Continuity Plan, or allocated to you by the Chief Executive).

To undertake such other duties as may be appropriate to achieve the objectives of the post or to assist the Council in the fulfilment of its corporate priorities commensurate with the post holders salary, grade, abilities and aptitudes.

To have regard at all times for matters of health, safety and welfare, equal opportunities, and the safeguarding of vulnerable children and adults.

Joint Accountabilities – Generic

To be accountable to the Management Board and the Chief Executive for all policies, services and functions with the remit of the post.

To support Cabinet Members in formulating the strategic policy, direction and performance of services,

To take a strategic and long term review of services, in order to ensure that the Council's vision and plans are fit for the future and proof against changing circumstances.

To take a strategic and long term view of services, in order to ensure that the Council's vision and plans are fit for the future and proof against changing circumstances.

To provide professional advice, report and briefings to elected Members, employees and external bodies on all matters relating to the services and to ensure that policies, strategies and decisions are based on evidence and sound technical principles.

To act as Principle Adviser and Statutory Officer to the Chief Executive, Management Board, elected Members and the Council on all matters within the remit of the post.

To adopt a collaborative and supportive approach, maintain up-to-date professional knowledge and provide strategic advice, assistance and support to colleagues across the Council and in partner organisations.

To provide motivational leadership and support to Service Managers and their teams ensuring clarity of direction, effective communication and development and realisation of personal potential.

To hold regular performance management meetings with Service Managers to review performance and the delivery of objectives within agreed timescales. To ensure effective remedial action in the event that objectives appear unlikely to be met.

To lead the development of services within the remit of the post as part of a confident learning organisation that effectively monitors, plans and develops its workforce and reacts to changes locally and nationally in the labour market.

To manage capital and revenue budgets delegated to the post to deliver agreed outcomes and performance targets on time and within budget, in accordance with the Council's Financial Regulations and Procedures and Contracts Procedures Rules.

Job Accountability Statement

After appointment, the post holder will agree a Job Accountability Statement with the Executive Director of Adult Social Care, Health and Wellbeing and Cabinet Members.

The Job Accountability Statement will then provide the basis for appraising the performance of the post holder. Job Accountabilities will be reviewed, amended and updated or replaced through the PPD process.

Job Accountability Statements will include Area and Service Director Accountabilities.

Job Accountabilities – Director of Public Health

Personal Qualities

Key Tasks

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

1. Strategic Leadership

- J 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)
- J 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.
- J To ensure scientific principles are applied to assessing need, exploring interventions and assessing progress of the Council's strategic agenda.
- J Ensure as a core member of the Health and Wellbeing Board and in partnership with the wider Sandwell partners and the public, the development of plans to enable local communities become healthy, sustainable and cohesive
- J 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.
- J Provide assurance that the health protection system for local communities is fit for purpose
- J 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.
- J Collaborate across organisational boundaries to ensure communities benefit from population health and care programmes (development of sustainable transformation plans 2016-20).

2. Directorate Specific Accountabilities

- J To be an advocate for improving health and wellbeing and reducing health inequalities
- J Exercise the statutory responsibilities including the delivery of the mandated services
- J To advise Sandwell on its statutory and professional public health obligations.
- J 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
- J Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in Sandwell and reduce health inequalities.
- J 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.

- J 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
- J Provide public health advice (the core offer) to CCGs supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.
- J Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities
- J Collaborate across local authority boundaries to ensure residents of Sandwell benefit from population health and care programmes (the Sustainable Transformation Plans which apply from 2016 to 2020).

3. Resource Management

- J To be accountable for the budget including reporting on the use of the public health ring fenced grant.
- J To manage Council resources (People, property, information and finance) imaginatively and efficiently.
- J 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 the Sandwell

4. Commissioning

- J 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 Sandwell and over time.
- J 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.
- J To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

5. Advocacy

- J Develop a constructive relationship with the media and the public, within the context of the Council Communications policy.
- J To use the Faculty of Public Health, the LGA, the ADsPH, PHE and other channels to advocate for the public's health

6. Management arrangements

The Director of Public Health will:

- J Manage 50 public health staff (including trainees)
- J Manage budgets c £27m ring fenced budget on behalf of the council and the Cabinet member for Health and Wellbeing.
- J Be expected to take part in the Councils director on call rota.
- J Manage Specialty Registrars in Public Health

Professional obligations

Professional responsibilities will be reflected in the job plan. The Director of Public Health will be expected to:

- J Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.
- J Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
- J 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 post holder 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>*)
- J 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 and the time required to deliver those roles with the Council.

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.

**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 behaviors 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 behaviors and attitudes and their impact to modify behavior 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, and to improve the health and wellbeing of local communities. In addition, they are expected to have skills and the aptitude 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.

PERSON SPECIFICATION
DIRECTOR OF PUBLIC HEALTH
Sandwell

Competencies and other requirements

Behaviours	Recruitment and selection
<p>Leadership Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the Borough of Sandwell 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) 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>CV and Interview</p>
<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 	<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 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 	<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.) 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 	<p>Application form Interview</p>
<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 	<p>Application form Interview</p>
<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 	<p>Application form Interview</p>
<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. 	<p>Application form</p>

<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 	<p>Recruitment and selection Application form</p>
<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 	<p>Application form</p>
<p>Knowledge, experience and skills</p>	
<ul style="list-style-type: none">) Understanding of NHS and local government cultures, structures and policies 	<p>Interview</p>
<ul style="list-style-type: none">) Understanding of social and political environment 	<p>Interview</p>
<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 	<p>Application form Interview</p>
<ul style="list-style-type: none">) Practical experience in facilitating change 	<p>Application form Interview</p>
<ul style="list-style-type: none">) Budget management skills 	<p>Application form</p>
<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 	<p>Application form</p>
<ul style="list-style-type: none">) This position is subject to a criminal records disclosure check 	<p>YES</p>
<ul style="list-style-type: none">) This is a politically restrictive position 	<p>YES</p>