

## JOB SUMMARY

<b>Post Title</b>	<b>Director of Public Health</b>						
<b>Job Family</b>	<i>Leadership</i>	<b>Pay Range</b>	19	<b>Line Manager to others?</b>	<b>Yes</b>	<b>Role profile ref</b>	<i>SM01</i>
<b>Service Area</b>	<i>Public Health</i>						
<b>Accountability</b>	<i>Professionally accountable to the Council (and the OHID/DHSC Regional Director of Public Health) Managerially to Chief Executive</i>						
<b>Location</b>	<i>County Hall, Newport, Isle of Wight and agile from home and different office locations</i>						

### Job Purpose

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 to elected members, officers and partners, on all health matters, with a leadership role spanning health improvement, health protection and healthcare public health as per the responsibilities in section 73A(1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012.

The fundamental purpose of the postholder is to provide the leadership to drive improvements in the health and wellbeing of the residents of the Isle of Wight 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.

Responsibilities include:

- a) All their local authority's duties to improve public health
- b) 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.
- c) Exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health.
- d) 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.
- e) Such other public health functions as the Secretary of State specifies in regulations.
- f) Support the Chief Executive and Councillors in developing and delivering the Council's strategic agenda
- g) Be the principal adviser on public health to the Council, local communities and local partners
- h) Operate strategically as a member of the corporate management team and across the Council influencing policy and practice.
- i) To commission and/or deliver services which are effective, value for money and meet quality standards.
- j) To act as a leader across the local system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and evaluation.
- k) Utilise public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
- l) 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).
- m) Deliver an independent annual report on the health and wellbeing of local communities for publication by the Isle of Wight Council, to stimulate debate and/or action by the Council and partners.
- n) To be accountable for the budget including reporting on the use of the public health ring fenced grant.

### Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)

#### Strategic Leadership

- Exercise statutory responsibilities, including delivering mandated services.
- Deliver a system for surveillance, monitoring, and evaluation of health, wellbeing, and health inequalities in local communities, including an accessible Joint Strategic Needs Assessment System.

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- Apply scientific principles to assess needs, explore interventions, and evaluate the Council's strategic agenda.
- Collaborate with Isle of Wight Council, partners, and residents to develop plans for healthy, sustainable, and cohesive communities.
- Implement a programme of action within and outside the Council to address wider health determinants, promoting health improvements and reducing inequalities.
- Provide assurance that the local health protection system is fit for purpose.
- Work closely with Directors responsible for children, vulnerable communities, and older people to develop, implement, and maintain an integrated strategy that meets local needs and aligns with the national approach.
- Collaborate across organisational boundaries to ensure the Isle of Wight community benefits from population health and care programmes.
- Advise the Isle of Wight Council on statutory and professional public health obligations.
- Collaborate with the UKHSA Centre and NHS England to protect local communities from infectious disease threats and environmental hazards.
- Ensure the Council and partner organizations (UKHSA, NHS England, Integrated Care Systems) fulfil their EPRR (Emergency Preparedness, Resilience, and Response) responsibilities.
- Partner with Integrated Care Systems and Directors of Social Care to oversee and promote population health, including immunisation and screening programmes.
- Provide public health advice to Integrated Care Board to support the commissioning of effective, evidence-based, and equitable health services.
- Support the Health and Wellbeing Board.

### **Directorate Specific Accountabilities**

- Ensure the chief executive and elected members are kept up to date of critical matters that may affect the delivery of the service, directing remedial action to respond accordingly.
- Establish and maintain appropriate business continuity arrangements for the areas of responsibility and contribute to emergency planning arrangements for the council. Participate in mandatory emergency planning training and emergency planning activities including training, exercises and responding.
- Take overall responsibility for the directorate's risk and reputation management by ensuring it operates in an open, respectful, accountable, and democratic manner, while challenging traditional thinking and identifying risk aware innovative solutions that enhance the potential for improvement.
- Manage employees within service areas in accordance with council's human resource policies. Promote the health and safety of employees at work and of service users through the implementation of the council's health and safety policy and relevant statutory requirements.
- Ensure that there are appropriate metrics in place to measure contract performance and service delivery and progress towards strategic goals.
- Manage the service in line with all corporate policies of the council.

### **Commissioning**

- Ensure services for improving health and wellbeing of local communities are commissioned in line with procurement regulations and policy and contract monitoring systems and ensure that commissioned services are responsive to the needs of the communities on the Isle of Wight.
- To set the framework for standards for commissioning and service delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
- To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

### **Advocacy**

- Develop a constructive relationship with the media and the public, within the context of the Councils Communications policy.
- Advocate for improving health and wellbeing and reducing health inequalities.
- To use the Faculty of Public Health, the LGA, the ADsPH, UKHSA and other channels to advocate for the public's health.

### **Work programme**

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It is envisaged that the post holder will deliver the programme of work described in the job summary over the course of their contracted days per week. Following appointment there will be a meeting with the Chief Executive to review and revise the job plan and objectives of the post holder. The overall split of the programmed activities is 7.5 to be devoted to public health duties and 2.5 to supporting professional activities (as per the Academy of Medical Royal Colleges recommendation). The timetable is indicative only. 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.

### Knowledge, Skills and Experience

Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Significant senior strategic management experience, including translating organisational drivers into strategic objectives, longer term plans, new ways of working and specific outcomes, for a portfolio of services in a large public sector organisation (preferably local government).	<i>To be able to influence and contribute to the development of policy and lead the development and implementation of a strategy.</i>	*	
	<i>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.</i>	*	
	<i>Successful track record and background of consistent achievement as a senior manager including strategic management of transformation programmes, operational performance and financial budgets.</i>	*	
Proven ability to manage a wide variety of activities across a range of professional areas of expertise and oversee their achievement of the organisations strategic goals.	<i>Ability to identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response.</i>	*	
	<i>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.</i>	*	
Extensive knowledge of the major issues facing local government.	<i>Understanding of social and political environment</i>	*	
	<i>Able to understand and apply business and commercial principles to the service, considering costs, profits, markets and added value.</i>	*	
	<i>Extensive knowledge of the issues facing local government in order to underpin the development of strategy and policy necessary to secure successful delivery of corporate priorities.</i>	*	
Extensive and comprehensive knowledge and understanding of the national policy context, requirements and future direction for relevant service areas.	<i>Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.</i>	*	
	<i>Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health</i>	*	

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	<i>economics and health care evaluation. Develops service practices and ensures appropriate application. Ability to provide advice on the more complex instances</i>		
	<i>Understanding of NHS and local government cultures, structures and policies</i>	*	
	<i>Understanding of the public sector duty and the inequality duty and their application to public health practice</i>	*	
	<i>Demonstrate experience of commissioning and contracting.</i>	*	
Proven track record of accountability for significant budgets and ensuring the delivery of services within agreed resources.	<i>Able to undertake (non-professional) financial/budget/cost centre management including, at the highest level, divisional/ departmental/ strategic financial management.</i>	*	
Proven ability to drive through and deliver effective performance management within own organisation and understanding of the performance management process in partnership arrangements.	<i>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.</i>	*	
	<i>Detailed knowledge of personnel management. Able to carry out effective performance management of staff and demonstrate an understanding of policies related to pay, capability, disciplinary matters, and grievances. Demonstrable ability to plan department activities and use of staff resources effectively. Able to undertake workforce planning and training needs assessments.</i>	*	
	<i>Evidence of conceptual knowledge and understanding of what is required to inform, plan and monitor performance against corporate vision, goals and desired outcomes.</i>	*	
Significant experience of creating, leading and sustaining partnerships both internally and externally to achieve shared objectives and synergies.	<i>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.</i>	*	
	<i>Demonstrable experience of effective working with a broad range of partners and stakeholders from the community, government and businesses.</i>	*	
	<i>Able to work effectively with partners and the community demonstrating drive and passion to understand and achieve joint goals and objectives, sharing information and valuing others experience and expertise.</i>	*	
Experience in persuading a wide range of stakeholders to work together, encouraging an organisational focus on the needs of the community.	<i>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.</i>	*	
	<i>To be proactive in addressing health inequalities and prioritising the most</i>	*	

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	<i>vulnerable or disadvantaged groups in the population.</i>		
Authority and credibility to work effectively in a political environment and establish positive relationships with Members.	<i>Possess political astuteness and the ability to establish professional credibility for working effectively in a political environment and in developing and maintaining positive working relationships with elected members</i>	*	
Excellent interpersonal and communication and presentation skills, with proven ability to communicate effectively to a wide range of audiences both horizontally and vertically throughout the organisation.	<i>Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media</i>	*	
Proven track record of operating strategically to identify, initiate and oversee corporate projects and policy development.	<i>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.</i>	*	
	<i>Able to lead and manage change through all levels of the organisation to achieve improved performance</i>	*	
	<i>Experience of Leading the development and maintenance of business continuity arrangements and the ability to act accordingly in circumstances of emergency</i>		*
	<i>Evidence of participation in an out of hours emergency duty rota and in the leadership and co-ordination of emergency responses to organisational crises.</i>		*
Proven track record of accountability for and success in delivering major organisational change.	<i>Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams.</i>	*	
	<i>Practical experience in facilitating change</i>	*	
Proven leadership ability, with evidence of developing and embedding vision, setting direction, inspiring confidence, encouraging, motivating and influencing others.	<i>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.</i>	*	
	<i>Able to manage and develop individuals and teams, including recruitment and selection, work planning, work allocation, appraisal and development, performance, motivation and leadership.</i>	*	
	<i>Able to provide visible and visionary leadership that inspires employee's to meet organisational challenges and maximises employee's personal potential.</i>	*	
Proven ability to think innovatively and conceptually and deliver against this.	<i>Able to grasp and comprehend a situation, its component parts and implications, and find and organise practical and effective resolutions by making and acting on sound decisions.</i>	*	

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Evidence of enthusiasm, drive, commitment and energy demonstrated in achieving goals.		*	
Resilient and positive in spite of setbacks.		*	
Demonstrates behaviours which model the Council's values.		*	
<b>Qualifications</b>			
<b>Role Profile requirements.</b>	<b>Job specific examples.</b> (if left blank refer to left hand column)	<b>Essential</b>	<b>Desirable</b>
Relevant professional qualification – essential to be eligible for the role.	<p><i>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</i></p> <p><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></p> <p><i>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.</i></p> <p><i>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</i></p> <p><i>If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT</i></p> <p><i>Membership of the Faculty of Public Health (MFPH) by examination, by exemption or by assessment, or equivalent</i></p>	*	
	<i>Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body</i>	*	
May require relevant certifications including evidence of fluency in English language.		*	
<b>Other Requirements</b>			
<i>Able to attend meetings outside regular business hours and other activities including emergency incidents, at weekends and in the evening.</i>			
<i>Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.</i>			
<i>Carry out quality improvement programmes in the Council.</i>			
<i>You may be required to participate in providing out of hours cover on rota or in the event of an emergency.</i>			

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*The postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies*

*The postholder is expected to pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, professional appraisal, audit or other measures required to remain on the GMC/GDC Specialist Register 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) and the Faculty of Public Health's Good Public Health Practice.*