

## APPENDIX A

### Job Description

<b>Job Title:</b>	Director of Public Health
<b>Directorate:</b>	Adult Social Care, Health Integration and Wellbeing
<b>Responsible to:</b>	Professionally accountable to Stoke on Trent City Council through the City Director, and the Secretary of State for Health through Public Health England
<b>Responsible for:</b>	Leading, planning and directing the work of the Public Health Service

### Job Purpose

The Director of Public Health is the system leader for improving health and wellbeing of residents of Stoke on Trent, 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 for Stoke on Trent City Council and the principal advisor on all health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health.

The Director of Public Health is a registered public health specialist and is a statutory member and main source of health advice to the Health and Wellbeing Board. S/he has a statutory responsibility to produce an independent annual report on the health of the population, progress on improving health and reducing inequalities and including clear recommendations for action to benefit the population.

In order to develop and deliver the strategic vision of the local authority, the Director of Public Health will be directly accountable to the City Director, a member of the core senior management team and with an advisory role to cabinet and a close working relationship with the relevant Lead Member.

The core focus of this job is to understand and enhance the health and wellbeing of the people of Stoke-on-Trent by adopting an approach which:

- Understands the wider determinants of good health and 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
- Minimises the adverse effects of demographic change and potential threats from poor health on the long-term sustainability of Stoke-on-Trent.

Local authorities can make a unique approach to improving health and wellbeing, and the Director of Public Health will be responsible for:

- Their statutory responsibilities and powers with respect to health protection and health scrutiny, and the level, distribution and quality of services directly commissioned or provided by the local authority
- Strategic leadership – promoting and supporting partnership working by public and private sector agencies on key local health and wellbeing priorities
- Community leadership – enabling Members to engage effectively with their communities with respect to health matters so that they can hold the NHS and local authority to account

- Advocacy – influencing the development of national and local health policy

Section 73A (1) of the NHS Act 2006, inserted by Section 30 of the Health and Social Care Act 2012, gives the DPH responsibility for:

- All of Stoke-on-Trent Council’s duties to improve public health including providing specialist advice to the Integrated Care System as required.
- Any of the Secretary of State’s public health protection or health improvement functions the s/he delegates to Stoke-on-Trent Council, either by arrangement or under regulations – this includes services mandated by regulations made under section 6C of the NHS Act 2006, inserted by Section 18 of the Social Care Act 2012
- Exercising the functions of Stoke-on-Trent Council in planning for, and responding to, emergencies that present a risk to public health
- Stoke-on-Trent Council’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 Stoke-on-Trent and its local communities

In order to deliver their responsibilities on behalf of the residents of Stoke-on-Trent the Director of Public Health will need to be a viable system leader in the health and wellbeing partnership arrangements. The Director of Public Health 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 Stoke-on-Trent. Working with local communities, he/she must 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 Members and Government.

### **Key Responsibilities**

The post holder will be a visionary and transformational leader with a full understanding of relationships and culture of organisations that impact on the wider determinants of health as well as health services. The fundamental purpose of the Director of Public Health is to provide the leadership to drive improvements in the health and wellbeing of the residents of Stoke-on-Trent, to reduce inequalities in health outcomes and working in collaboration with PHE to protect local communities from threats to health through infectious diseases, environmental and other public health hazards.

In delivering the key responsibilities described in this Job Description, the Director of Public Health is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies and the Personal Specification and more specifically:

- Support the City Director and Elected Members in developing and delivering the Council’s strategic agenda
- Be the chief officer and principal adviser on public health to the Council, local communities and local partners
- Operate strategically as a member of the Senior Management Team and across the Council influencing policy and practice.

- To develop, commission, and or deliver services which are effective, value for money and meet quality standards.
- 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.
- Utilise the 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, including direct accountability for the expenditure of the ring-fenced public health grant.
- 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).
- Deliver an independent annual report on the health and wellbeing of local communities for publication by the Stoke-on-Trent Council to stimulate debate and/or action by the Council and partners.

### **Key Accountabilities**

- To act as an ambassador for the city and for the Council, promoting and developing the authority and the city, forming strategic alliances and developing effective working relationships on a local, regional and national basis.
- To translate the council's Stronger Together vision and priorities into operational plans, monitoring their progress on a regular basis, identifying exceptions and risks and putting in place appropriate strategies to address issues.
- To work with colleagues and partners to determine the best models of service delivery, which deliver good outcomes for our residents and achieve high quality performance as measured by national and other relevant benchmarking data. This may include developing and negotiating joint approaches to service planning and delivery in a complex partnership setting.
- To ensure the voices of our residents are heard and that they help us shape services at an individual and strategic level.
- To provide clear and timely operational and strategic advice, guidance and support to elected members and senior management team, actively contributing to corporate policy and strategic decision making.
- To initiate, develop, implement and evaluate strategies, policies, business plans and procedures which secure safe, robust and sustainable services.
- To ensure the Council is equipped and open to inspection / external assessment in order to maximise opportunities to learn and enhance outcomes and levels of achievement.
- To implement the Council's budget strategy within Government controls, identifying and proposing methods and means of optimising and generating resources.
- To develop and maintain appropriate relationships with diverse stakeholders including elected members, council officers, local communities and other external agencies, in order to maximise joint effort and pool resources wherever possible.

- To develop and co-ordinate the directorate's performance management system linked to corporate approach, promoting effective leadership and management, motivating and leading activities within the portfolio and beyond as part of One Council, One Team.
- To have oversight and direction, in consultation with Portfolio holders, of the Directorate's financial and staffing resources.
- To ensure all employees providing services are aware of their shared responsibility for improving outcomes and sharing information.
- To ensure all employees are developed and supported to enable them to reach required competencies to deliver services to both national and local standards through systematic and targeted performance management.
- To promote good employee relations through staff consultation and regular contact with Trade Union representatives at all levels.
- To promote equal opportunities with our communities and staff through personal example, open commitment and clear action.
- To develop a positive working environment encouraging active involvement of employees in shaping the development and delivery of services.

### **Professional obligations**

The Director of Public Health will be expected to:

- Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
- Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.
- 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.

### **Local Authority Context**

Stoke on Trent has a residential population of around 250,000 people who are amongst the most deprived in the country. The City and City Council are going through a period of transformation and are implementing Stronger Together as a blueprint for transforming the City to a modern urban environment based on sound economic and physical regeneration. Promoting healthy and independent lives is a key pillar within this vision.

The Council recognises that its Public Health responsibilities provide a fantastic opportunity to transform the City and its people. It recognises the importance of creating a healthier independent population as a vital plank to turning around the fortunes of the City. Public health is high on the political agenda locally.

There is also great interest in health within the local population in Stoke-on-Trent, demonstrated in a local survey which health featured as a high priority. This is not surprising as the City of Stoke-on-Trent has had a long history of ill-health linked to its industrial heritage, perpetuated by poor social, environmental and economic health determinants coupled with low health aspirations and lifestyle choices of local people.

Although Stoke-on-Trent still lags behind the England average across most health indicators, improvements continue due to the shift in focus towards prevention and better management of long-term conditions. The track record of the public health function in the City over the last decade demonstrates improvements in outcomes above the level predicted for an area with such high levels of deprivation. Over the past twenty years life expectancy has increased and there have been considerable gains in public health including:

- High childhood immunisation uptakes rates
- High smoking quit rates
- World class integrated sexual health service
- Teenage pregnancies lowest since records began
- One of the first local authorities to integrate health impact into planning decisions

However, the City faces considerable health challenges. Alcohol and drug related deaths are amongst the highest in the country. Obesity rates have grown rapidly in the past ten years creating a major challenge for the near future. The City has high rates of cancer, obesity, smoking, alcohol consumption and long-term conditions, compared to the rest of England. It has been demonstrated that it takes a long time to improve and sustain population public health but it is very quickly reduced if strong public health programmes are not in place.

Public health programmes are therefore organised across the life course at individual, community (settings) and population level, using universal and targeted approaches. It is essential, therefore, that the considerable opportunities presented by the transfer of public health functions to the Local Authority continues to deliver the excellent public health outcomes which will enable the City Council's wider vision for the City to be realised.

The Local Authority's public health aspiration is for a healthy local population who are well-placed to provide a vibrant and dynamic workforce to underpin economic recovery; who can live healthy and independent lives; and who can enjoy a productive and healthy old age.

Strong and effective public health leadership is required across all the functions of the Local Authority to ensure that the required knowledge, skills and competence are readily available across all directorates to address this challenging landscape.

Public health has strong academic links with both Keele and Staffordshire Universities. It contributes to teaching of medical students at Keele University and supports the MPH at Staffordshire University. The Public Health Directorate has an impressive record in service orientated research and academic publications.

The Public Health team is committed to training and it is able to offer trainees a broad range of experience in the practice of Public Health.

## **Professional obligations**

### **The Director of Public Health will be expected to:**

- Participate in the organisation's staff appraisal scheme and departmental audit, and ensure appraisal and development of any staff for which s/he is responsible.
- 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
- 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

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.

## **Personal Qualities**

The Director of Public Health is:

- A visionary and transformational leader with a full understanding of relationships and culture of organisations that impact on the wider determinants of health as well as health services
- Trustworthy and independent and professionally accountable to the Secretary of State through Public Health England as well as to the local population through the Local Authority.
- Trained and experienced in all areas of public health practice and registered as a public health specialist with the GMC or another appropriate regulatory body and accountable to them for their professional practice including ethical standards
- Able to demonstrate corporate skills in strategic leadership within an organisation
- A skilled and trusted communicator at all times, particularly in a crisis
- Strongly committed to teaching and research in collaboration with academic departments
- Up to date and can demonstrate continuing professional development through appraisal and revalidation as a specialist with GMC or other regulator
- Highly visible to ensure in-depth knowledge of local communities and better working between the public and local organisations
- Able to show intellectual rigour and personal credibility to collaborative working and commissioning processes
- Demonstrably accomplished in improving the health of communities
- Able to lead across all local authority functions, NHS bodies, the private sector and the third sector

## **CORE COMPETENCY AREAS**

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

- To ensure the proper design, development and utilisation of major information and intelligence systems to underpin public health improvement and action for the population across disciplines and organisations.

- To receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the Local Authority, NHS and voluntary organisations.
- To ensure the use of the best available evidence base to support the assessment of health needs, health inequalities, health impact assessment and the identification of areas for action within the local population.
- To produce an annual report on the health of the population of Stoke on Trent.

***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 develop high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations and others, 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 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.

***Policy and strategy development and implementation***

- To lead on behalf of Stoke on Trent City Council on the communication, dissemination, implementation and delivery of national, regional and local policies and public health strategies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated 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.
- To ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability.

***Leadership and collaborative working for health***

- To take the lead role on behalf of the Stoke on Trent City Council in 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 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. This requires the ability to work cross-directorate and across other agencies and voluntary organisations.
- To work with primary care professionals and community staff to raise awareness of their public health role.
- 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 or population screening or geographical areas.
- To take an Executive Director leadership role in specified areas with local communities and vulnerable and hard to reach groups, helping them to take action to tackle longstanding 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, including delivery of immunisation targets.
- To ensure that effective local arrangements exist for covering 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, prioritisation of health and social care services for the population (and in some circumstances provide 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 and National Service Frameworks or equivalent national standards, guidance and frameworks.
- To lead the development of clinical networks, clinical governance and audit.
- To review evidence and providing highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients.

### ***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 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.
- To work with the information and intelligence arm of Public Health England and other organisations to strengthen local, regional and national public health intelligence and information capacity.

### ***Academic Public Health/Research and Development***

- To undertake and commission literature reviews, evaluative research surveys, audits and other research as required informing equitable service and reducing health inequalities. This may involve taking the lead on R&D public health and related activities
- To develop links with local universities to ensure the work of the organisation is based on a sound research and evidence base.

- To develop public health capacity through contributing to education and training and development within the Directorate, and within the wider NHS and non-NHS workforce.

### **Finance and Staffing Dimensions**

Oversight of ring-fenced Public Health Fund and professional staff.

**These duties are neither exclusive nor exhaustive and you may be expected to undertake duties and responsibilities, as directed by the City Director.**

## Person Specification

**Job Title:** Director of Public Health

**Directorate:** Adult Social Care, Health Integration and Wellbeing

**Minimum Essential Requirements** - Evidenced by: **a:** application form **b:** test **c:** interview

**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.

	a	b	c
<b>Knowledge and Qualifications</b>			
Inclusion in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR) OR If included in the GMC/GDC Specialist Register in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health medicine practice	✓		
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	✓		
MFPH by examination, by exemption or by assessment			
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation	✓	✓	✓
Full understanding of and commitment to addressing relationships and cultures of organisations that impact on the wider determinants of health	✓	✓	✓
Full understanding of and commitment to delivery of improved health through mainstream NHS activities	✓	✓	✓
Understanding of NHS and local government cultures, structures and policies	✓	✓	✓
Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice	✓	✓	✓
Understanding of social and political environment	✓		✓
Understanding of interfaces between health and social care	✓		✓
<b>Experience</b>			
Minimum of three years' experience of public health practice at senior level.	✓		
High level project management skills	✓		✓
Excellent staff and corporate management and development skills	✓		✓
Experience of working in complex political and social environments	✓		✓
Excellent change management skills	✓	✓	✓
Budget management skills	✓	✓	✓
Training and mentoring skills	✓		✓
Scientific publications, presentation of papers at conferences, seminars etc.			
<b>Skills and Abilities</b>			
Strategic thinker with proven leadership skills	✓		
Excellent oral and written communication skills (including dealing with the media)	✓	✓	✓

Effective interpersonal, motivational and influencing skills	✓	✓	✓
Ability to respond appropriately in unplanned and unforeseen circumstances	✓	✓	✓
Good presentational skills (written and oral)		✓	
Sensible negotiator with practical expectation of what can be achieved	✓	✓	✓
Substantially numerate, with highly developed analytical skills using qualitative and quantitative data		✓	✓
Computer literate		✓	✓
Ability to design, develop, interpret and implement policies	✓	✓	✓
Ability to concentrate for long periods (e.g. analyses, media presentations)	✓	✓	✓
Resource management skills	✓	✓	✓

<b>Personal Style</b>			
Transformational and visionary leader		✓	✓
Commitment to adding public health values to corporate agendas		✓	✓
Strong commitment to public health principles		✓	✓
Able to prioritise work, and work well against a background of change and uncertainty		✓	✓
Adaptable to situations, able to handle people of all capabilities and attitudes		✓	✓
Commitment to team-working, and respect and consideration for the skills of others		✓	✓
Self-motivated, pro-active, and innovative		✓	✓
High standards of professional probity		✓	✓

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