

# Rochdale Borough Council

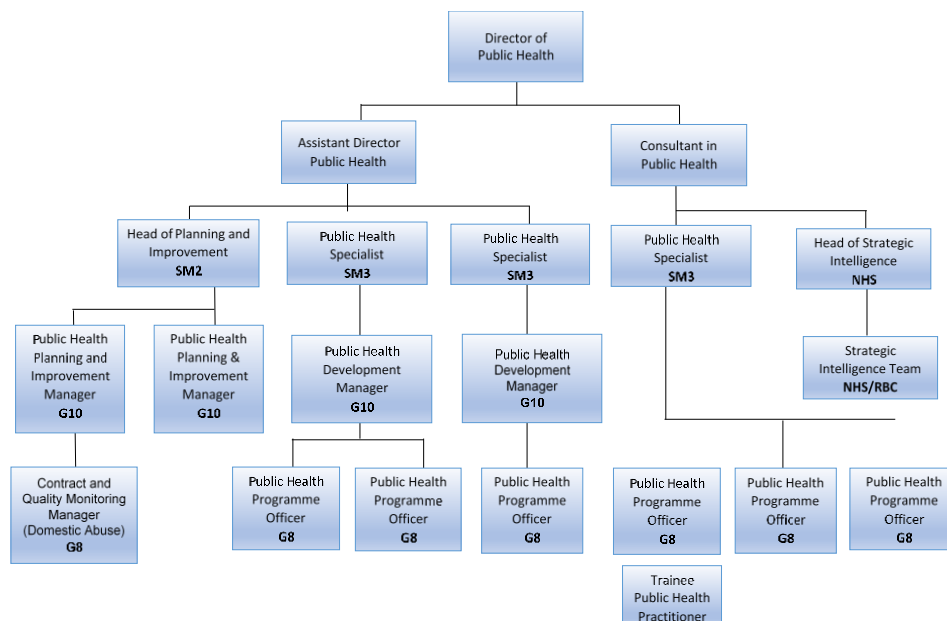
## JOB DESCRIPTION

<b>Service</b>	Public Health and Wellbeing
<b>Section</b>	Public Health
<b>Job Title</b>	<b>Public Health Specialist (Health Protection &amp; Health Care Public Health)</b>
<b>Location</b>	Number 1 Riverside, Rochdale
<b>Grade</b>	SM3
<b>Accountable to</b>	Consultant in Public Health
<b>Accountable for</b>	Public Health Programme Officer
<b>Hours of Duty</b>	37 hours per week in accordance with the Councils work life balance scheme

### Any Special Conditions of Service

- The authority operates a smoke free policy which applies to any buildings and associated grounds.
- Attendance at meetings conferences or other events out of hours which will be compensated in accordance with Local Conditions of Service.
- The post is considered eligible for 'protected status' for practitioners to whom this would apply
- Requirement to travel within and outside the Borough for which a casual car allowance is payable.
- This post is subject to political restriction under the Local Government and Housing Act 1989
- The Council is committed to safeguarding and promoting the wellbeing of vulnerable adults. All staff must share this commitment.

### Organisational Chart



## **Purpose and Objectives of the Post**

- Plan, design and lead the development and delivery of complex and transformational programmes of work including the planning, design and strategic promotion of health and wellbeing for designated areas.
- Lead a significant portfolio of public health commissioned services and programmes which will include Health Protection and Health Care Public Health in primary care. You will ensure their relevance to residents and stakeholders in Rochdale and that robust arrangements are in place relating to budget setting, monitoring performance and ensuring value for money. Your portfolio will seek to tackle health inequalities, premature mortality, behaviour related risk and collaborate with other lead commissioners to drive improvements in other public health outcomes.
- Be responsible for ensuring that commissioned public health services implement and embed Rochdale Borough Council's corporate objectives, to support the Council's 'Health in All policies' approach, and work strategically to provide expert public health support for non-public health commissioned services to ensure maximum health gain.
- Lead and provide detailed specialist knowledge and input into the production and development of parts of the Public Health Annual Report, the JSNA, Performance Reports and commissioning plans.
- The Public Health Specialist will take responsibility for the overall performance of a range of delegated specialist public health programmes and projects, which are agreed annually and are likely to change according to local priorities including taking a lead for establishing robust governance, control, performance and reporting processes for own areas of responsibility.
- To support the development of the Public Health team annual work-plan, to line manage staff and where appropriate to deputise for the Assistant Director - Public Health
- The post holder will hold a significant portfolio of work within one or more of the domains of public health; health improvement, health protection and healthcare public health

## **Control of Resources**

1. Personnel: To be responsible for the direction, support and motivation of self and staff allocated to the post holder. They will also be responsible for motivating and supporting a range of other staff for whom they may not have direct control. Thus a high level of skill in influencing others is required.
2. Financial: The post holder will manage a budget of approximately £3m. This will include a robust understanding of costing services in order that services may be procured effectively. The post holder will be responsible for working in accordance with the financial regulations and procedures of the council.
3. Equipment: To be responsible for the safe use and maintenance of all materials and equipment allocated to the post holder or used by staff allocated to the post holder.

## **Health/Safety/Welfare**

Responsibility for the safety and welfare of self and colleagues in accordance with the health and safety policies of the Council

## **Equality and Diversity**

To work in accordance with the authority's policy relating to the promotion of Equality and Diversity

## **Training and Development**

The post holder will be responsible for assisting in the identification and undertaking of his/her own training and development requirements in accordance with the council's Performance Management Framework, this will include where appropriate, ensuring clinical/professional supervision and maintenance of suitable support to maintain any relevant professional registration/s.

## **Key Relationships (internal and external) not exclusive**

- ICB colleagues
- Primary care colleaguesElected members
- GM Devolution Partners
- Colleagues from wider council services
- Community and Voluntary Organisations
- Senior Managers
- Heads of Service
- UKHSA
- Colleagues from within other local partner agencies such as service providers, trade union representatives, NHS representatives, and also other Local Authorities and wider external organisations as required.

## **Responsibilities**

The post holder must:

- Perform his/her duties in accordance with Rochdale Borough Council's Equality and Diversity Policy
- Ensure the Council's commitment to public service orientation and care of customers.
- Ensure that the values and behaviours of Rochdale Borough Council are adhered to.

## **Principal Duties**

- To provide specialist knowledge and support in public health to support the development of a strategic approach to embedding healthy public policy thinking and practice across the Council and partner agencies to influence the wider determinants of health/reduce inequalities.
- To provide specialist public health leadership on designated priorities within the areas of health protection and healthcare public health.
- To be responsible for financial management of and reporting performance against planned expenditure in relation to a complex portfolio of internal and external contracted services to a financial value of approximately £3million including recommending placement of contracts with providers, monitoring performance and ensuring outcomes are delivered within budget.
- To work in partnership with procurement and commissioning colleagues to ensure that wider determinants of health that influence behaviour change are factored into the commissioning of programmes
- To ensure that relevant aspects of the Public Health Investment programme are aligned to public health priority outcomes through close working with key stakeholders and internal/external providers
- When appropriate, draw on own expert public health skills to source and utilise appropriate specialist public health tools (technologies, approaches, and information sources) in the development of relevant public health outputs, eg strategy development, commissioning plans, service development, reports and customer/client engagement.

- To forge and maintain effective links between the public health agenda and strategies related to the wider determinants of health e.g. those for housing, environmental health, the environment and sustainability and community safety.
- To provide expert information and advice for Rochdale Borough Council members and Officers about healthy public policy and its impact on health, and to this end, maintain an expert level of knowledge and understanding relating to main area/s of responsibility.
- To provide expert specialist public health advice to one or more townships in Rochdale
- To support the wider Public Health team to adopt a leadership role in specified areas with local communities and vulnerable or 'hard to reach' groups, with the aim of tackling longstanding and widening health inequalities.
- To develop strong partnerships with multiple stakeholders, such as, education, business, community and voluntary partners as well as NHS colleagues, including GPs to work with them on the design and development of prevention and early intervention strategies.
- To contribute an in-depth knowledge of public health, prevention and early intervention strategies and approaches to Rochdale Borough Council, Heywood Middleton and Rochdale ICB and other organisations.
- To increase the use of public health tools such as health/mental wellbeing impact assessments, health equity audits and health needs assessments, in strategic decision making strategies e.g. Housing, Community Safety, regeneration. This will include training/capacity building for council staff.
- To give specialist advice, and be an advocate for programmes and approaches aimed at reducing health inequalities, supporting regeneration, and promoting and protecting the population's health and well-being.
- To focus on the needs of deprived population groups in Rochdale, whilst exploring how policy can impact on the information, interventions and services that are required to help people make informed choices to protect and improve their health.
- To represent the team/directorate across a range of their responsibilities and deputise for the Assistant Director - public health.
- To contribute to the development of work-plans, to foster good employee relations and foster a culture of continuous quality improvement.
- To contribute to the training, development and performance assessment of trainees, interns, apprentices and volunteers as and when necessary.
- To provide day-to-day management to the team including recruitment, appraisal and development, conflict resolution and to motivate and engage the team to create the right working environment to influence effective performance.
- To be accountable for a budget(s) as above to include, monitoring, reckoning and providing explanation for spend as necessary. In addition contribute to wider efficiency and performance improvements and ensure commissioned services evidence value for money in service delivery.
- Contribute towards strategic planning by providing practical aspects to achieving goals and objectives. To this end, be responsible for the delivery of the annual work plans, regularly monitor, identify potential non-delivery and provide practical solutions for performance issues.
- To support the implementation of corporate initiatives and ensure they are embedded in the team, including ensuring effective working relationships with other managers across the Public Health and Wellbeing Directorate and the Council to deliver our corporate objectives
- Where the post holder leads the public protection and regulatory function (across the professional disciplines of environmental health, licensing and trading standards) to use regulatory functions in a proactive, preventive and improvement capacity and act as the named person in the Council's scheme of delegation for Public Protection regulatory decision making, including acting as chair at licensing panels.
- Where required, attend Council scrutiny panels and meetings.

**ROCHDALE BOROUGH COUNCIL**

**PERSON SPECIFICATION**

**Job Title:** Public Health Specialist

<b>Selection criteria</b>	<b>Essential/ desirable</b>	<b>How Assessed</b>
<b>Education &amp; Qualifications</b>		
<ul style="list-style-type: none"><li>▪ Degree and/or qualification specific and relevant to Public Health (this may be from a wide range of Public Health disciplines).</li><li>▪ Masters' or post graduate qualification in Public Health, or a Health and Wellbeing related subject or evidence that the applicant is successfully studying towards completion of same.</li><li>▪ Evidence of continuous professional, managerial and personal development.</li></ul>	E E  E	Application
<b>Experience</b>		
<ul style="list-style-type: none"><li>▪ Extensive experience (minimum of FIVE years) working in a relevant Public Health role, this may include a range of roles from across the wider public health workforce.</li><li>▪ Experience of motivating and managing a team, including change management, having input into organisational development programmes and effective working with staff, trade unions and other stakeholders</li><li>▪ A proven record of establishing a positive performance culture that has delivered effective performance and continuous service improvement</li><li>▪ Evidence of successful resource and financial management, including evidence of managing conflicting priorities &amp; budget setting</li><li>▪ Experience of managing and successfully delivering projects</li><li>▪ Extensive experience of effective partnership working, across multiple partners (eg health, social care, Voluntary and private sectors) to effect strategic change for health.</li><li>▪ Experience of working closely with colleagues in health and care sectors</li><li>▪ Experience of using evaluation/research techniques, evidence based practice and/or critical appraisal skills to inform programme/service development</li><li>▪ Experience of using a range of specialist and technical public health/evidence based tools.</li><li>▪ Experience of target setting, performance monitoring and performance management</li><li>▪ Experience of independent report writing for a variety of audiences including high level specialist reports</li><li>▪ Experience of leading, developing and implementing solutions, and applying policy and strategy to influence, shape and redesign service delivery via partners and commissioned services</li><li>▪ Experience of managing staff</li><li>▪ Experience of budget setting</li></ul>	E  E  E  E E E  E  E  E  E  D  E  E  D E	Application/ Interview/ Presentation

<b>Skills &amp; Abilities</b>		
<ul style="list-style-type: none"> <li>▪ Able to be creative and think through issues and problems through the use of theoretical, conceptual and technical knowledge to find practical solutions</li> <li>▪ Using persuading and influencing skills.</li> <li>▪ Highly effective presentation, communication and interpersonal skills and ability to apply these effectively to a variety of audiences</li> <li>▪ Highly developed interpersonal skills to work closely with senior staff to help shape plans and provide constructive challenge</li> <li>▪ Ability to effectively utilise a wide range of public health tools/skills (e.g. health impact assessment, health equity audit, health needs assessment, evaluation, critical appraisal, clinical audit)</li> <li>▪ Sound organisational skills to prioritise own and others' workload, to work under pressure and meet conflicting deadlines.</li> <li>▪ Strong ICT skills, including the use of Microsoft Office</li> <li>▪ Excellent training/facilitation and presentation skills</li> <li>▪ Ability to perform well against a background of change and uncertainty</li> </ul>	E  E E  E  E  E E E	Application/ interview Presentation (for all)
<b>Knowledge</b>		
<ul style="list-style-type: none"> <li>▪ An understanding of the issues and challenges facing Public Health operationally &amp; strategically i.e. those relating to healthcare, health inequalities and improving life expectancy at national, regional and local level.</li> <li>▪ Knowledge of key national policy drivers, legislation and broader influences related to Public Health, including those relating to wider determinants.</li> <li>▪ Extensive knowledge of methods/tools to assess the health needs of the population including health needs assessment, health equity audit and health impact assessment</li> <li>▪ Knowledge of research and evaluation methodologies and audit</li> <li>▪ In-depth knowledge and understanding of barriers to healthier lifestyle choices, and methods of engaging individuals and populations in positive behaviour change.</li> <li>▪ Knowledge and understanding of the interplay between Strategic, Programme and Project level activities and priority setting, and how these might be used to achieve population health benefit.</li> <li>▪ A knowledge of risk, including options appraisal methodologies, and of performance management and monitoring</li> <li>▪ An awareness of the public sector reform agenda, pressures relating to demand management, and finance/resources.</li> </ul>	E  E  E  E E  E  E E	Application/ interview Presentation  (for all)
<b>Work Circumstances</b>		
<ul style="list-style-type: none"> <li>▪ Able to travel to different sites across the Borough</li> <li>▪ Able to work outside of normal office hours on occasions</li> <li>▪ Satisfies the criteria of the Disclosure and Barring Service</li> <li>▪ Must be willing to undertake the training required to carry out the job</li> <li>▪ Commitment to public health principles, including equity and anti-discriminatory practice</li> </ul>	E E E  E E	Application