

# ROCHDALE BOROUGH COUNCIL

## JOB DESCRIPTION

### CONSULTANT IN PUBLIC HEALTH / CONSULTANT IN PUBLIC HEALTH MEDICINE

**Accountable to:** The post holder will be accountable professionally and managerially to the Director of Public Health and Wellbeing.

**Grade:** Consultant/Assistant Director

**Strategic Responsibilities:** Responsible for improving and transforming services and environments by acting as a change agent to secure significant improvements in health within the Borough of Rochdale and act as a key resource and partner in support of improvement in health via Greater Manchester's Devolution arrangements.

**Managerial Responsibilities:** Responsible for a budget up to £20m to include a range of staff and services including externally commissioned services

#### Appointment

This is a full time post for a CPH/CPHM employed by Rochdale Borough Council based at Number 1 Riverside. The post operates within the (integrated NHS and LA) Strategic Commissioning Function for the Borough. The post holder will act as an approved expert health professional, treating a whole population, with the population being residents of the Borough of Rochdale and will also act as a key resource within the Greater Manchester (GM) Unified Population Health System. This Job Description and Person Specification are set out in accordance with the requirements of the Faculty of Public Health.

#### 1. Job Summary

The post holder will achieve improvements in health by applying the highest level of expert skill in the assessment of need, in setting out bespoke methods and approaches that meet these needs and by forging ownership across organisations and communities.

The post holder will be responsible for instigating developing and delivering demonstrable improvement in public health outcomes which may include a range of challenges in relation to health protection, health care public health and health improvement. The post holder will be a key resource for integrated health and social care commissioning and support the development of integrated provision locally and will take a lead on one or more key health challenges as set out in the GM Population Health plan and associated work streams on behalf of the Directors of Public Health in GM.

#### 2. Key Accountabilities

2.1 The post holder will be accountable for:

- a. On behalf of the local authority, the post holder working with the DPH, will lead on improving the health and wellbeing of the residents as underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve health of its residents. The post holder, working with the DPH will take responsibility for delivery of health protection, health care public health and health improvement in support of the Council meeting its mandated public health responsibilities.

- b. The post holder will act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks.
- c. The post holder will be expected to work across organisations, be able to influence budgets held by those organisations as well as advocate for change effectively.
- d. The post holder will hold direct managerial responsibility for a team of staff which will include those working in public protection, and specialists in public health. The post holder will also be responsible for overseeing the health protection function
- e. They will hold strategic responsibilities across the council, CCG and partner responsibilities in support of Rochdale Boroughs integrated commissioning arrangements, the Locality Plan, the Health and Wellbeing Strategy and Greater Manchester Devolution arrangements.
- f. They will be responsible for commissioning and hold the budgets to a value of up to £20m

## 2.2 The post holder's strategic objectives will include a range of responsibilities including

- a. Overseeing the **Health Protection** function via the commissioned provider and ensure that this function provides an integrated public health emergency planning, control of sexually transmitted infections and local population planning for disease prevention through screening and immunisation programmes. The health protection function will take account of the specific needs of Rochdale residents.
- b. Ensure development and maintenance of systems and processes to enable the authority to work with partners to respond to major incidents including **health protection** threats. He or she on behalf of the authority and the DPH will lead on those aspects that the Secretary of State delegates to the authority. She/he will ensure that partner organisations (PHE, CCGs and NHS England) have appropriate mechanisms to enable surge capacity to be delivered as and when required
- c. Providing expert public health advice regarding **Health Care Public Health** including leading the improvement of health and social care outcomes across the age range.
- d. On behalf of the authority to take responsibility for ensuring delivery of the public health **mandated services** such that the full range of benefits are delivered to residents of the authority. This will include taking responsibility for the relevant outcome indicators within the PHE, NHS (and Social Care) Outcome frameworks.
- e. To lead work across the Council as well as influencing partnership boards (dealing with **wider health determinants**) to maximise health improvement opportunities and the reduction of inequalities in health outcomes amongst residents. This includes using the Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.
- f. Work across the entire Council, NHS bodies and other partner agencies including involving and **influencing private, voluntary and community sector** organisations.
- g. To lead work across the Council in relation to **Health Improvement** and take a lead in the development and implementation of the Prevention work stream, one of three major work streams within the Rochdale Locality plan.
- h. To take a lead role in supporting a changing conversation between the public and public sector services in order to **reduce need and demand**, promote self-care and encourage care closest to home.

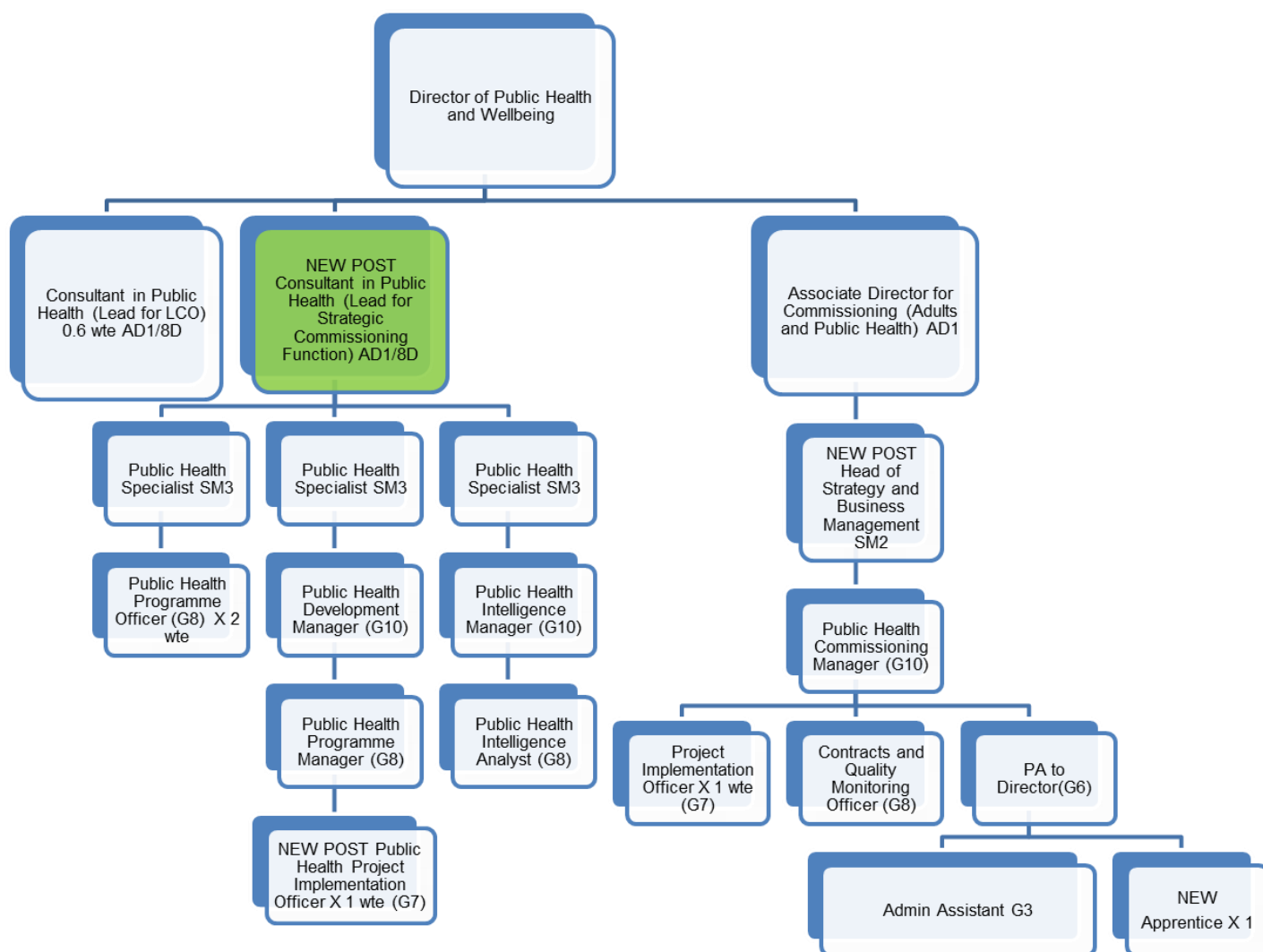
## 2.3 In delivering the strategic objectives above the post holder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders often including politicians. In addition to direct responsibility for managing staff and budgets, he/she will be responsible for change and improvement in the agreed areas of work and for supporting the delivery of the statutory duty of the Council to take the steps it considers necessary to improve the health of its communities.

### 3. The employing organisation and other organisations within scope of the work

Employment will be via Rochdale Borough Council. The post will have close links with a wide range of other local organisations in particular

- Heywood Middleton and Rochdale NHS CCG
- Link 4 Life
- One Rochdale Health and Care (Provider LCO)
- Voluntary Sector Partnerships and Action Together.
- Greater Manchester Health and Social Care Partnership
- Mersey Deanery and the Faculty of Public Health (for specialist Training Programme).
- Association of Directors of Public Health

### 4. Public Health Local team Structure



(This post highlighted in Green)

## 5. Strategic Responsibility and key tasks

- 5.1 In delivering the strategic responsibility, the post holder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues.
- 5.2 In negotiation with the DPH (&/or the Council), the post holder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. Post holders will be expected to maintain both the general expertise as well as develop topic based expertise as required by the DPH and will be expected to deputise for the DPH as and when required.
- 5.3 The post holder is expected to:
- a. Take responsibility for a range of public health issues and work across organisational and professional boundaries acting as a change agent managing complexity to deliver improvements in health and wellbeing.
  - b. Provide briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, CCGs, the 3<sup>rd</sup> sector, the public and partners. Where required to so, the post holder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.
  - c. Take responsibility for development, implementation and delivery of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications. The post holder will be expected to contribute appropriately to the procurement process.
  - d. Provide expert public health support and whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, within and across a range of organizations including voluntary, public and private sector. This includes the health service component of the mandated core service. This will include expertise in evaluation and development of appropriate KPIs.
  - e. Utilise (and if appropriate developing) information and intelligence systems to underpin public health action across disciplines and organisations. This may include providing leadership for collation and interpretation of relevant data including production of the JSNA. Working with the DPH, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations.
  - f. Support the DPH in the development and implementation of robust strategies for improving the health and wellbeing of local communities including ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements. This may include taking responsibility for the judicious use of the ring fenced public health grant and/or working with CCGs, Trusts, the contractor professions and PHE.
  - g. Provide the key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information. The post holder will be expected to take part in relevant research networks and to influence research programmes of such networks so that the research needs of the local authority are taken into account.
  - h. Taking responsibility for the training obligations of the directorate, including becoming a Faculty of Public Health approved Educational Supervisor and promoting Rochdale Borough Council as a high quality training placement in order to attract additional resources to the Council (at no cost) in the form of placements for Specialty Registrars on the North West Deanery Public Health training Programme for Consultants in Public Health. These duties will be agreed jointly with the relevant Head of the School of Public Health.
  - i. Lead and undertake health needs assessments as required to enable actions to be taken to improve the health of the local population.
  - j. Develop and implement prioritisation techniques and economic evaluation methods and manage their application to policies and services to help resolve issues such as the investment-

disinvestment debate.

- k. Effectively communicate complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
- l. Understand evaluation frameworks and apply those frameworks to the benefit of local communities.
- m. Apply the scientific body of knowledge on public health to the policies and services necessary to improve health to formulate clear practical evidence-based recommendations
- n. Understand human and organisational behaviour and apply this knowledge to the achievement of change.
- o. Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform
- p. The local interpretation and implementation of national and regional, and development of local, health protection policies
- q. Develop inter-agency and interdisciplinary strategic health protection plans and programmes for Rochdale Borough Council, with delegated authority from the Health and Wellbeing Board to deliver key public health protection targets and against agreed public health indicators
- r. Provide expert public health protection advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and developing high quality equitable health protection services across primary, secondary and social care, and across sectors including the NHS, voluntary organisations, etc.
- s. Developing and utilising information and intelligence systems to underpin public health protection action across disciplines and organisations, leading collation and interpretation of relevant health protection data
- t. Monitor and contribute to the formulation of health protection service budgets and financial initiatives *and* be a budget holder for health protection as required
- u. Commission research audits/projects *and/or* undertake research or audit as relevant to health protection, public protection and or health care public health
- v. Hold delegated health protection functions of the Director of Public Health and Wellbeing in order to deliver the key statutory responsibilities under the Health and Social Care Act 2012, for example ensuring plans to protect the health of the Rochdale Borough residents are in place, through providing public health advice on health protection plans.
- w. Provide strategic direction and leadership for emergency planning in partnership with partners such as Public Health England.
- x. Working with and across Council directorates, Health and Wellbeing Boards and Partners to identify key opportunities to implement key health protection programmes of work to improve health outcomes for local residents
- y. Provide oversight to the monitoring of those health protection targets and indicators identified as local priorities, and, in doing so, maximizing the effectiveness of Rochdale Borough Councils' public health budget by ensuring the Council achieves maximum value for money whilst simultaneously improving performance on quality indicators.
- z. Working collaboratively with health protection provider specialists to ensure prevention activities are appropriately targeted and in line with local priority areas
- aa. Working principally in a collaborative collective across the Borough and commission cross border programmes of public health work that will provide Rochdale residents with better health outcomes and economies of scale

- bb. The post holder is expected to be able to cope with multiple and changing demands, and to meet tight deadlines on time and to a high standard. A high level of intellectual rigour, analytical expertise and influencing skills and flexibility are required to deal with complex public health issues, and to advise and make recommendations regarding health protection services and patient care across a range of stakeholders including clinicians. The post also requires a high level of tact, diplomacy and political awareness with an ability to understand other cultures to enable effective working across organisational boundaries and influence without authority. A clinical background will be an advantage in this role.

5.4 Working within the context of the fiscal challenges facing the whole NHS and Local Authority systems, including partners, they will be required to find cost effective ways of delivering improvements in health inequalities through health protection and other public health programmes of work.

## **6.0 Key Delivery Areas**

It is expected that the post holder will:

- 6.1 Deliver effective and exemplary leadership for public health protection in Rochdale
- 6.2 Provide expert public health protection advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and developing high quality equitable health protection services across primary, secondary and social care, and across sectors including all Rochdale Council and local voluntary organisations.
- 6.3 Develop and utilise information/data analysis and intelligence systems to underpin public health activities in order to deliver efficiencies in public health delivery for the residents of Rochdale.
- 6.4 In conjunction with (1.3) above, lead the responsibilities for nationally mandated public health outcomes in health protection
- 6.5 Contribute to and support the delivery and production in Rochdale of the Joint Strategic Needs Assessments (JSNA), and hence the Health and Wellbeing Strategy (HWBS) and the CCGs' Annual Plan
- 6.6 Deliver effective and detailed briefings on health topics as required be that the senior management teams; Cabinet; individual Members and the Health and Well Being Board (HWBB)
- 6.7 Be an authorised signatory, delegated budget holder for health protection, and monitor and contribute to the formulation of department budget and financial initiatives.

## **7.0 Public Health in Rochdale**

- 7.1 Rochdale is part of the Greater Manchester Devolution arrangements. These arrangements include the development of a single public health leadership system and the post holder is required to take on a public health priority area on behalf of the conurbation.
- 7.2 The team forms part of integrated commissioning arrangements in Rochdale.
- 7.2 The team is approved for the training of Specialty Registrars.
- 7.3 Rochdale Council is committed to the ongoing training and continuous professional development (CPD) of their public health staff in line with the Faculty of Public Health (FPH) guidelines and best practice to ensure that the department is fit for purpose.

## **8.0 Management Arrangements**

- 8.1 The post will report and be accountable to the Director of Public Health and Wellbeing in Rochdale.
- 8.2 There will be arrangements for a professional appraisal to be undertaken each year. An initial job plan will be agreed with the successful candidate upon that individual taking up the post. This job plan will be reviewed as part of the annual job planning process.

- 8.3 Will be responsible for the day-to-day management of staff in the core public health team with some matrix working with staff in other parts of the Council and CCG. Line management duties will include recruitment, appraisals, disciplinary and grievance responsibilities
- 8.4 Will be expected to manage budgets covering areas of responsibility
- 8.5 Will be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements (these are currently under review) , and as part of the Councils Silver On-Call duty rota.
- 8.6 Will be expected to deputise for the Director of Public Health and Wellbeing as required
- 8.7 Will provide educational supervision and training of Public Health Specialty Registrars and Foundation Year Public Health Trainees

## **9.0 Professional Obligations**

The post holder will be expected to:

- 9.1 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
- 9.2 Contribute actively to the training programme for staff under his/her line management – this may include Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality
- 9.3 Pursue a programme of CPD / CMD, in accordance with Faculty of Public Health requirements, and undertake revalidation, audit or other measures required to remain on the GMC / GDC Specialist Register or the UK Voluntary Register for Public Health Specialists or other specialist register as appropriate

## **10.0 Key Tasks**

These are set out around the competency areas for specialist public health practice in section 11.0 and 12.0. The job description will be also subject to review in consultation with the post holder.

In summary the post holder will be responsible for:

- Providing inspirational leadership to and the effective day-to-day management of Rochdale public health protection function.
- Creating and developing integrated working relationships and networking with other Council Directorates, colleagues and partners
- Maximising the opportunities for integrated working through colleagues and departments in Rochdale in order to deliver greater efficiency and effectiveness of local health interventions.
- Working closely and effectively with other Authorities public health and other department colleagues to decommission non-effective or uneconomic services.
- Producing public health information as required, PH responsibilities that span children's, adults and the wider determinants of health, and other reports that may periodically be requested by the Department of Health; the Strategic Director of Public health and external stakeholders
- Leading on negotiations with providers of commissioned public health protection services for the local residents of Rochdale Unitary Authorities on collaborative commissioning in Rochdale
- Provide the core offer to the local NHS particularly around the commissioning cycle with wider support from the public health core team.

## 11.0 Core Competency Areas

### 11.1 Surveillance and assessment of the local population's health and well-being across Rochdale:

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

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

### 11.3 To provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and to develop high quality equitable services, across primary, secondary and social care, and across sectors including the Council, voluntary organisations etc, in potentially contentious and hostile environments where barriers to acceptance may exist

### 11.4 To be responsible for service development, evaluation and quality assurance governance in specific areas and in line with changing needs and changing geographical boundaries

- To be responsible for the identification and implementation of appropriate health outcome measures, care pathways/protocols and guidelines for service delivery across patient pathways for the local population

### 11.5 Policy and strategy development and implementation:

- To take a lead role on behalf of Rochdale Council on the communication, dissemination and implementation of relevant national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board or organisational authority to deliver key public health targets
- To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health
- 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

### 11.4 Leadership and collaborative working for health:

- To take a lead role on behalf of Rochdale Council in developing interagency and interdisciplinary short and long-term strategic plans for securing health improvement both in the general population and in vulnerable groups at high risk of poor health and/or reduced life expectancy, in partnership with a range of agencies such as those in the statutory, non-statutory, voluntary and private sectors and by taking lead responsibility with a defined local authority. This requires the ability to work cross-directorate and across other agencies and voluntary organisations
- 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
- Collaborate with colleagues in the other Authorities, where appropriate to commission and deliver programmes of work that significant benefits for the local population of Rochdale through measurable economies of scale.



- 11.5 Management skills of a level sufficient to provide effective leadership and management of the public health team. Ensuring effective supervision, appraisal, personal development and alignment to council HR policies, processes and financial plans.
- 11.6 Financial planning and performance management skills compliant with the council's mid-term financial plan and other business planning processes
- 11.7 Demonstrate the ability to communicate with and brief a diverse range of elected Members on public health issues
- 11.8 Provide effective communications through presentations, written and verbal reports on the council's strategic plans, delivery models and outcomes to Scrutiny panel, Cabinet, HWBB as required

## **12.0 Defined Competency Areas**

### **12.1 Health Improvement**

- To be responsible for designated areas of health improvement programmes, public health surveillance, population screening or geographical areas. This may include engagement with primary care professionals and community staff to raise awareness and engagement public health
- To lead on specified areas with local communities in Rochdale 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 promote effective community involvement with regard to commissioning and prioritising services and to ensure that policies and strategies are interpreted, developed and implemented at all levels

### **12.2 Health Protection**

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

### **12.3 Service Improvement**

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

### **12.4 Public Health Intelligence**

- To analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts

- To compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the local community
- To lead on, plan and design agreed aspects of the assessment of local health needs, health inequalities, and health impact assessment, to identify areas for action within the local population in Rochdale is based on the best available evidence and to be responsible for short and long term planning and for providing advice on the treatment of groups of populations

## 12.5 Academic Public Health / Research and Development

- To undertake and commission literature reviews, evaluate research surveys, audits and other research as required to inform equitable service and reduce health inequalities
- To take the lead on public health research & development and related activities for PH locally
- To develop links with academic centres as appropriate in Rochdale and/or the national /regional Public Health Observatory to ensure the work of the public health department in Rochdale is based on a sound research and evidence base
- To develop Public Health capacity in Rochdale through education and training by raising awareness of the contribution of public health skills and knowledge in the local health community, including the Council and the voluntary sectors, by contributing to teaching at undergraduate and postgraduate level and by supervising those training and working in public health
- Undertaking research using: data on local inequalities and determinants of health; legislation that impacts or potentially impacts on the delivery of local public health initiatives and programmes of work in Rochdale; national data/statistics as necessary; case studies that provide an opportunity to do commissioning more effectively and activating faster public health interventions for the benefit of local Rochdale residents, and undertakes research duties as directed by the Director of Public Health and Wellbeing

*Medically qualified members of the public health team are expected to play certain roles in medical leadership, in relationships with the medical profession and in bringing a medical perspective to public health advice. A medically qualified holder of this post would be expected to share these roles with other medically qualified members of the team.*

## 13.0 GENERAL CONDITIONS

### 13.1 Terms and Conditions of Service

Terms and conditions will be according to Rochdale Council employment policies. Consideration will be made of continuous NHS Service and will be discussed with the post holder on appointment.

### 13.2 On call Arrangements

The post holder will be expected to be on call for the Councils Silver On-call rota and to Rochdale Council will provide suitable training for those who need it.

### 13.3 Indemnity

The post holder will be indemnified for duties undertaken on behalf of Rochdale Council however the post holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of Rochdale Council.

### 13.4 Flexibility

The post holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of the service. The

employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

### 13.5 Confidentiality

A consultant has an obligation not to disclose any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation

### 13.6 Public Interest Disclosure

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

### 13.7 Data Protection

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

### 13.8 Health and Safety

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

### 13.9 Equal Opportunities Policy

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, and nationality, ethnic or national origins or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place and each employee is expected to adhere to this policy. In addition there are a number of policies in place which relate to flexible working arrangements which can be utilised through discussion with each employee's line manager according to the needs of each individual service.

### 13.10 Other conditions applicable to the post

- The authority operates a smoke free policy for all employees and applies to any buildings and associated grounds within the immediate vicinity of the building which is wholly owned leased or operated by RMBC.
- Attendance at meetings conferences or other events out of hours which will be compensated in accordance with Local Conditions of Service.
- 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. It expects all staff to share this commitment.

## Person Specification

Consultant in Public health: Rochdale Borough Council.

<b>Education/Qualifications</b>	<b><i>Essential</i></b>	<b><i>Desirable</i></b>
Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists ( <b>*See note below</b> )	X	
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 medicine practice	X	
Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List 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 in the GMC/GDC/UKPHR specialist registers <i>[see shortlisting notes below for additional guidance]</i>	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment		X
<b>Personal qualities</b>		
Strong commitment to public health principles	X	
Able to prioritise work, and work well against a background of change and uncertainty	X	
Adaptable to situations, able to handle people of all capabilities and attitudes	X	
Commitment to team-working, and respect and consideration for the skills of others	X	
Self-motivated, pro-active, and innovative	X	
High standards of professional probity	X	
<b>Experience</b>		
Project management skills	X	
Staff management and training	X	
Practical experience in facilitating change	X	
Budget management skills	X	
Training and mentoring skills		X
Scientific publications, presentation of papers at conferences, seminars etc		X
<b>Skills</b>		
Strategic thinker with proven leadership skills	X	
Excellent oral and written communication skills (including dealing with the media)	X	
Effective interpersonal, motivational and influencing skills	X	

Ability to respond appropriately in unplanned and unforeseen circumstances	X	
Good presentational skills (oral and written)	X	
Sensible negotiator with practical expectation of what can be achieved	X	
Substantially numerate, with highly developed analytical skills using qualitative and quantitative data	X	
Computer literate	X	
Ability to design, develop, interpret and implement policies	X	
Ability to concentrate for long periods (e.g. analyses, media presentations)	X	
Resource management skills	X	
<b>Knowledge</b>		
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.	X	
Understanding of NHS and local government cultures, structures and policies	X	
Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice	X	
Understanding of social and political environment	X	
Understanding of interfaces between health and social care	X	

*\*those registered with the General Medical Council Specialist Register or General Dentistry Council Specialist List or the UK Public Health Register (UKPHR) for Public Health Specialists are expected to have undergone a significant programme of full time professional training. This will typically include:*

- A 3-5 year undergraduate/professional training programme (such as medicine/dentistry/equivalent)*
- A minimum of one to two years work experience then*
- Completion of the five year specialist training programme in Public Health.*

*Once completed applicants would be able to apply for a post as a Consultant in Public Health.*