



## **JOB DESCRIPTION**

**Title:** Consultant in Public Health

**Department:** Public Health

**Grade:** SM3C

**Hours:** Full time

**Work base:** Trafford Town Hall

**Managerially responsibility:** Public health team members commensurate with grade and responsibility, including project officers and analyst posts

### **1. Appointment**

This is a full time post for a CPH employed by Trafford Council. The post holder is a health professional treating population/communities. The populations served are Trafford Council residents.

### **2. Job Summary**

On behalf of Trafford Council, this post working with the Director of Public Health, Deputy Director of Public Health and other consultant colleagues will lead on improving the health and wellbeing of the residents which is 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 will take responsibility for a strategic objective of Trafford Council and the Health & Wellbeing Board and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. 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. They may hold direct managerial responsibility for services and budgets which directly contribute to these objectives but they will usually also have substantially greater strategic responsibilities across the council and other agencies.

### **Strategic objectives can include:**

- 2.1 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.

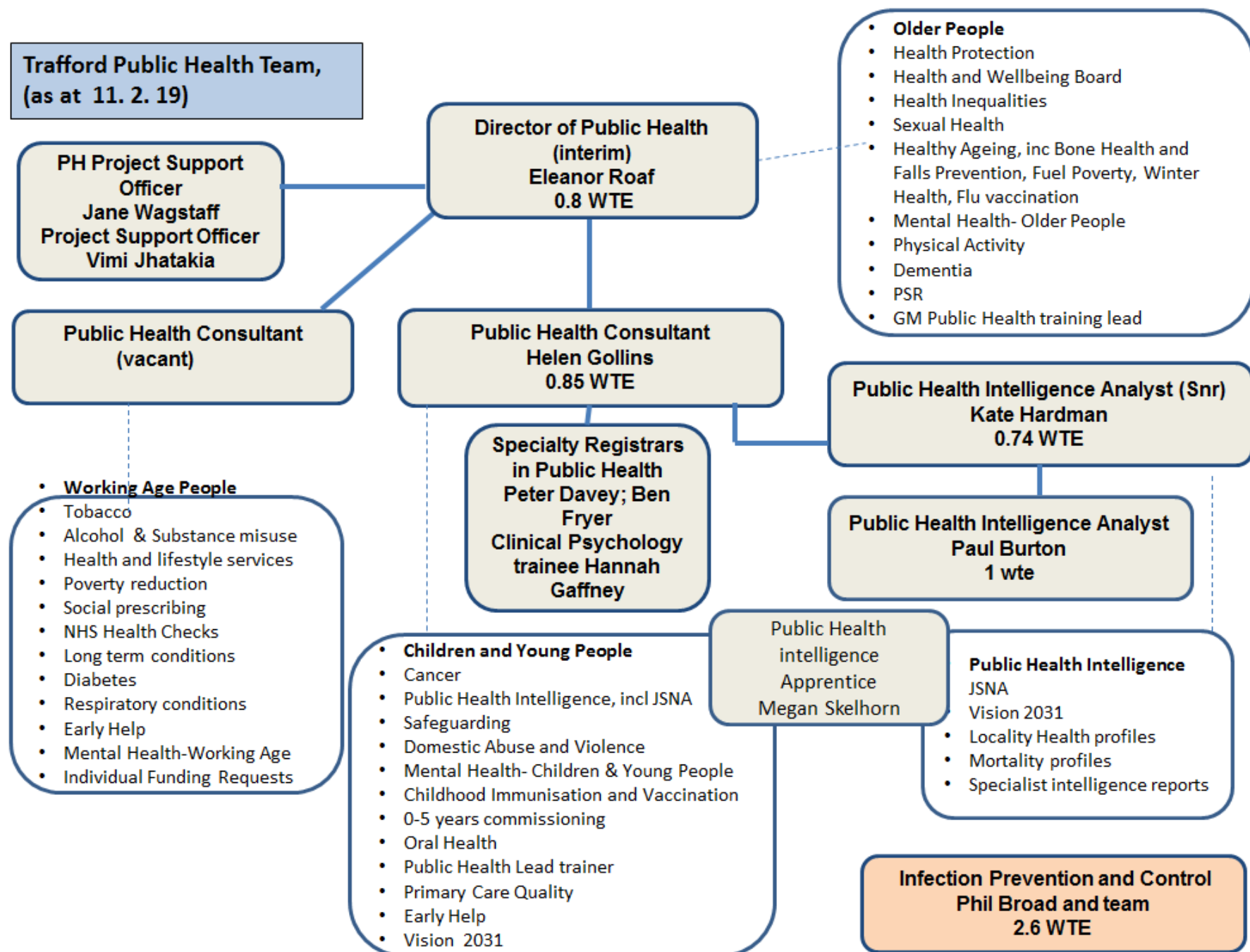
- 2.2 On behalf of Trafford Council take responsibility for ensuring delivery of the public health mandated services such that the full range of benefits are delivered to residents of the authority. These services include; sexual health services, NHS HealthCheck, specialist public health support to CCGs. This will include taking responsibility for the relevant outcome indicators within the PHE, NHS (and Social Care) Outcome frameworks and working across organisational boundaries.
- 2.3 To lead work across all Council directorates as well as influencing partnership boards (dealing with health determinants) to maximise health improvement opportunities and the reduction of inequalities in health outcomes amongst residents. This will include using the Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.
- 2.4 To lead on improving health and social outcomes for a particular client group; early years, children, working adults, older adults, learning disabilities, mental health etc.

The work will include working across the entire Council, NHS bodies (the Council has a statutory duty to provide public health advice to CCGs and the Council's Health and Well Being Board has a coordinating role for the whole of the health and care system) and other partner agencies. It will also involve influencing private sector, voluntary sector and community sector organisations that can impact on health and influencing the attitudes and behaviour both of professionals and of the population generally.

In delivering the strategic objectives 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 including politicians. In addition to any direct responsibility for managing staff or 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. Public Health Arrangements**

3.1 Current staffing structure for the Public Health team:



### 3.2 Resources

The postholder, working with the DPH will be expected to make best use of both public health department resources as well as influence the resources in the Council as a whole.

### 3.3. Training and CPD arrangements

The postholder will support the training needs of students and Registrars allocated to Trafford as directed by the DPH.

## 5. The strategic responsibility and key tasks

The strategic responsibility of the post holder is to lead on the population Public Health priorities and to act as a change for agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. In delivering that responsibility the post holder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of PH (Appendix 1) and where required, take responsibility for resolving operational issues. 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.

### **The range of duties expected of the post holder includes):**

- 5.1 Taking 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.
- 5.2 Providing 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.
- 5.3 Taking 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.
- 5.4 Providing 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.
- 5.5 Utilising (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, DDPH 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.
- 5.6 Supporting the DPH and DDPH 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.

- 5.7 Providing 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.
- 5.8 Taking responsibility for the training obligations of the directorate, including becoming the Educational Supervisor. These duties will be agreed jointly with the relevant Head of the School of Public Health.

**Underpinning much of these duties are public health tasks such as:**

- 5.9 Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.
- 5.10 Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate
- 5.11 Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
- 5.12 Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
- 5.13 A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health and to formulate clear practical evidence-based recommendations
- 5.14 The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
- 5.15 Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform

## **6. Management arrangements and responsibilities**

The post holder will be professionally accountable to the DDPH and DPH Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post based on the draft job plan attached. This job plan will be reviewed as part of the annual job planning process.

The post holder:

- 6.1 will manage staff (including trainees) and will manage budgets as advised by the DDPH and DPH
- 6.2 will be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements

## **7. Professional obligations**

These include:

- 7.1 Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which s/he is responsible
- 7.2 Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and Trafford Councils management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality

- 7.3 Undertake an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, 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. In agreement with the DPH, contribute to the wider the public health professional system by becoming an appraiser for a specified period of time.
- 7.4 In agreement with the DPH/DDPH contribute as an appraiser to the professional appraisal system
- 7.5 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 and UKPHR requirements
- 7.6 Contribute to medical professional leadership within the health system
- 7.7 It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.
- 7.8 Public health practice must be carried out within the ethical framework of the health professions.
- 7.9 The post holder will be expected to maintain effective, courageous, and responsible public health advocacy

## **8. Personal Qualities**

The post holder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance system and organizational cultures. It is expected that the post holder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required. The post holder will advise the health and wellbeing board and make recommendations regarding services, residents' care and wider determinants of health and therefore a high level of tact, diplomacy and leadership is required including the ability work within the local political and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes. The achievement of public health outcomes and the successful pursuit of change are the purpose of the job and the metric against which performance will be assessed.

**FACULTY OF PUBLIC HEALTH COMPETENCIES**  
**(2015 PH Specialty Training Curriculum)**

***Use of public health intelligence to survey and assess a population's health and wellbeing***

To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.

***Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations***

To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.

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

To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

***Strategic leadership and collaborative working for health***

To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.

***Health Improvement, Determinants of Health and Health Communications***

To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.

***Health Protection***

To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response.

***Health and Care Public Health***

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

***Academic public health***

To add an academic perspective to all public health work undertaken. Specifically to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.

### ***Professional, personal and ethical development***

To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify behaviour and to practise within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.

### ***Integration and application of competencies for consultant practice***

To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.





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**Department:** Public Health

**Band:** SM3C

<b>Education/Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists -This entails a masters programme plus further postgraduate medical specialist training	X	
<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 medicine practice</i>	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	
Masters in Public Health		X
<b>Personal qualities</b>		
Able to influence senior members including directors and CEOs	X	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	
<b>Experience</b>		

Delivery of successful change management programmes across organizational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	
<b>Skills</b>		
Strategic thinker with proven leadership skills and operational nous	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	X	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	X	
Ability to design, develop, interpret and implement strategies and policies	X	
<b>Knowledge</b>		
In depth understanding of the health and care system and the relationships with both local national government	X	
In depth knowledge of methods of developing clinical quality assurance, quality improvement , evaluations and evidence based public health practice	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	X	

## Shortlisting notes

The Faculty of Public Health advises that in order to be shortlisted for a consultant post applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register (UKPHR) must provide verifiable signed documentary evidence that an application for inclusion on one of these specialist registers is in progress as follows:

### 1. Applicants in training grades

Public health Specialty Registrars in a recognised UK public health training scheme must provide evidence to confirm that they are within **SIX** months of award of their certificate of completion of training (CCT) and inclusion in the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR for public health specialists at the date of interview (i.e. the expected date of award of their CCT must fall no more than six months after the date of interview). *Please note that from January 2005 in England, May 2005 in Scotland and November 2005 in Northern Ireland and Wales, this period has been extended from the three months required previously.* The documentary evidence should be:

**Either** a ARCP 6/RITA Form G (Final Record of Satisfactory Progress) **or** a letter from the postgraduate dean (or Faculty Adviser) specifying the expected date for completion of training (which must be not more than six months after the date of interview).

### 2. Applicants in non-training grades

#### 2.1 Doctors (i.e. medical practitioners)

Doctors outside recognised UK public health training schemes fall into a number of categories:

- those who have trained outside the UK, who may have specialist training and qualifications which they are seeking to have recognised by the General Medical Council (GMC) in order to gain registration with the GMC: these doctors may be shortlisted according to the following 2005 guidance from the Department of Health and Scottish Executive which indicates that *There will be some instances (for example when considering applicants trained outside the UK) where an AAC may choose to interview a candidate prior to [GMC] Specialist Register entry. In these circumstances, it will wish to be satisfied that subsequent Specialist Register entry is likely.* **Employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GMC which is eligible for consideration at the time of application (for shortlisting).**
- those who have not completed specialist training in the UK who are seeking entry to the GMC Specialist Register through the Certificate of Eligibility for Specialist Registration route (formerly Article 14 of the European Specialist Medical Qualifications Order (ESMQO)), which allows the GMC to consider not only training but also relevant experience: these doctors may have trained in or outside of the UK. **Again, employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GMC which is eligible for consideration at the time of application (for shortlisting).**

## 2.2 Applicants from a background other than medicine

- Other than trainees (see 1 above), applicants from a background other than medicine would normally be expected to have gained full specialist registration with the UKPHR. However, exceptionally, individuals who can demonstrate that they have submitted a portfolio application to the UKPHR may be considered for shortlisting. **Suitable evidence will be a letter from the UKPHR acknowledging receipt of the portfolio application.**
- Other than trainees (see 1 above), applicants from a background in public health dentistry must be included in the GDC Specialist List in dental public health. However, those who can demonstrate that they have submitted an application for inclusion on the GDC specialist list in public health dentistry may be considered for shortlisting. **Employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GDC which is eligible for consideration at the time of application (for shortlisting).**

***Employers are advised that individuals should not take up consultant in public health medicine or consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers.***

***The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.***

## **GENERAL CONDITIONS**

### ***Terms and conditions of service***

#### **On call arrangements**

The post holder will be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Trafford Council. Suitable training will be provided for those who need it in discussion with Public Health England.

#### **Indemnity**

As the post holder will only be indemnified for duties undertaken on behalf of Trafford Council the post holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of Trafford Council and for private activity within Trafford Council. For on call duties provided to other organisations as part of cross cover out of hours arrangements that Trafford Council has confirmed that those organisations will provide indemnity for the post holder.

#### **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 this new and developing 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.

#### **Confidentiality**

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

#### **Public Interest Disclosure**

Should a Director of Public Health 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 has a duty of candour and 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.

#### **Data protection**

If required to do so, the post holder will obtain, process and 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.

#### **Health and safety**

Employees must be aware of the responsibilities placed on them by the Health & 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.

### **Smoking policy**

Trafford Council has a smoking policy in place; please refer directly to this policy.

### **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, nationality, ethnic or national origins or disability 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 it is for each employee to contribute to its success.