

# Job specification



**Job Title:** Assistant Director – Population Health & Wellbeing (Deputy Director of Public Health)  
**Service:** Population Health and Wellbeing  
**Grade:** Assistant Director  
**Reporting to:** Director of Public Health

## Strategic Vision

**Deal for Health & Wellness** | **NHS** | **Wigan Council**

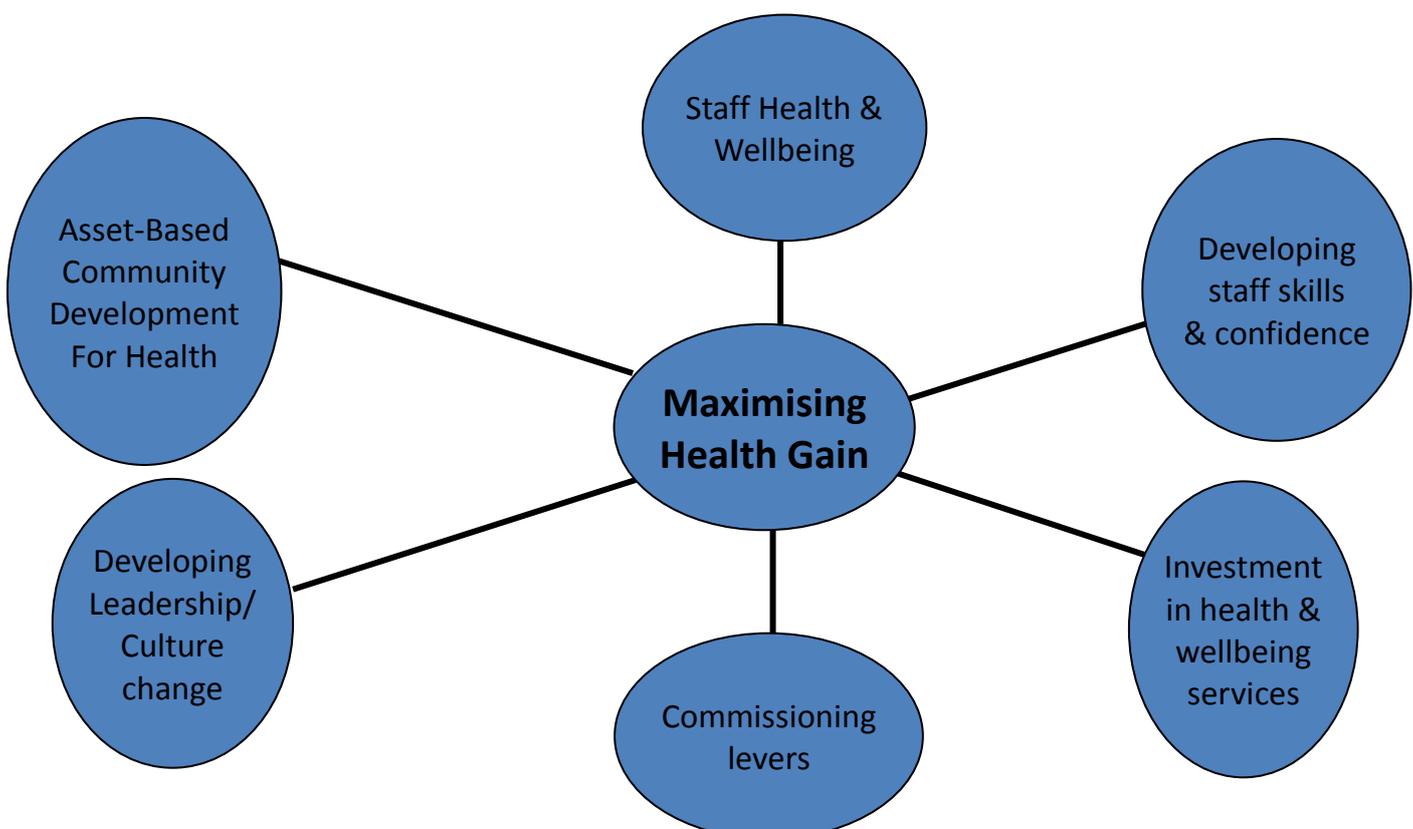
### Our part

- Support families to give children the best start
- Create training opportunities and jobs
- Provide seven day access to GP services
- Help communities to support each other
- Help you to remain independent for as long as possible
- Provide leisure facilities to help keep you healthy and active

### Your part

- Lead a healthy lifestyle and be a good role model
- Take advantage of training and job opportunities
- Register with a GP and go for regular check ups
- Get involved in your community
- Support older people to be independent
- Make the most of leisure facilities and be active

5 Boroughs Partnership NHS Foundation Trust | Wrightington, Wigan and Leigh NHS Foundation Trust  
healthwatch Wigan | ridgewater Community Healthcare NHS Foundation Trust | Wigan Borough Clinical Commissioning Group NHS



- The Deal for Health and Wellness builds on the overall principles of The Deal and applies them within the context of transforming the health and well-being of the population and the health, care and wellness system across the Borough. It is asset-based, application of “different conversations” between citizens and health and social care staff and targeted investment in building community resilience for health and wellness – the approach is integral to the development of the integrated care organisation
- Heart of Wigan which is the Transforming Population Health programme for the Locality Plan “Further Faster Towards 2020”. The Heart of Wigan continues to promote physical activity, through the utilisation of green spaces and active travel, to improve the health of Wigan residents. The success of Heart of Wigan has been built on strategic leadership and collaboration from across our partners. Heart of Wigan encompasses the commissioning of all health improvement services
- Getting Wigan Borough on the Move investment which is integral to the Deal for Communities seeks to achieve the same results through a community driven investment – to encourage a sense of ownership, to work collaboratively and be local agents for change.

## Specific Accountabilities

- Provide expert public health advice and leadership to Wigan Council, Wigan Borough CCG and the Integrated Commissioning Committee to support and inform an evidence-based approach within ethical frameworks for commissioning and developing high quality, equitable services across primary, secondary and social care, and across sectors including local authorities and voluntary organisations, in potentially contentious and hostile environments where barriers to acceptance may exist
- Ensure that service development and commissioning for residents of Wigan Council is based on the core principles of accessibility, affordability, appropriateness, effectiveness, equity, efficiency, quality and need working with the Healthier Wigan Partnership
- Develop and utilise information and intelligence systems working with the Joint Intelligence Unit to underpin commissioning decisions across the local authority and commissioning organisations, maximising the use of the State of the Borough Report (JSNA) and the Director of Public Health Annual Film
- Be responsible for working with the Director of Public Health, elected members and other directors within Wigan Council especially supporting those responsible for housing, environment and planning to tackle social determinants of health for the residents of Wigan Council in order to reduce health inequalities and improve outcomes including supporting the AD for Planning on the health impact assessments
- Provide strategic support to the Director of Public Health in addressing key statutory functions including assurance for effective local health protection programmes and acting to improve public health for the residents of Wigan
- Providing the key local authority link along with the Head of the Joint Intelligence Unit to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information. The postholder will be expected to take part in relevant research networks and to influence research programmes of such networks across Greater Manchester and beyond so that the research needs of the local authority are considered. Wigan has active research partnerships with Salford, Chester and Edge Hill Universities, the King’s Fund and collaborations with Public Health Wales, the Health Foundation and Manchester University

## People and Resource Management

- Deputise for the Director of Public Health, as required, and hold senior management responsibility within the integrated Public Health function
- Provide line management for staff including recruitment, appraisals, disciplinary and grievance responsibilities
- Be a delegated budget holder for all activities related to Wigan Council and monitor and contribute to the formulation of department/programme budgets and financial incentives, complying with the Council's standing orders and guidance
- Receive regular appraisals by the Director of Public Health. Detailed objectives will be agreed with the Director of Public Health
- Ensure that the BeWigan behaviours are embedded in any staff for whom the Assistant Director – Population Health & Wellbeing is responsible for
- Take responsibility for the training obligations of the directorate, including becoming the Educational Supervisor. These duties will be agreed jointly with the HENW Head of the School of Public Health
- Provide supervision and contribute to training e.g. Public Health Speciality Registrars and encourage the development of the Public Health Team as a strong training placement for local Public Health Speciality Registrars

## Partnership Working

- Support the development of partnership working across a range of organisations to develop and empower the community through the Deal for Health & Wellbeing. In particular working with the private sector, AGMA partners, Police, Fire and Rescue, Health, Probation Service, third sector and voluntary organisations
- Operate within a framework of partnerships at a national, regional sub-regional and local community level
- Have the ability to work cross-directorate and across other agencies and voluntary organisations
- To deputise for the Director of Public Health at appropriate meetings such as GM DPH Group

## Managing and Responding to Change

- Take a leading role for strategic public health input into the development, implementation and delivery of 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 for the Borough of Wigan
- Identify local priorities and support the planning and commissioning of interventions to reduce health inequalities and improve and protect the health and wellbeing of the residents of the borough. Also, to seek out opportunities to secure additional funding, where possible, for the delivery of evidenced based interventions that will address those priorities

## Professional Obligations

You will be expected to:

- Pursue 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
- 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
- Foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and have a further responsibility to promote good governance and open government
- Carry out public health practice within the ethical framework of the health professions
- Take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements
- Maintain effective, courageous, and responsible public health advocacy. These professional obligations will be reflected in the annual job plan.
- Have professional responsibilities in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will be agreed with the Director of Public Health.

**Further competency requirements can be found in Appendix 1 and 2.**

### Mandatory statement

The Council is committed to complying with the European General Data Protection Regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection Regulations.

## Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **Be Wigan** behaviours.

**Be Positive...** take pride in all that you do

**Be Accountable...** be responsible for making things better

**Be Courageous...** be open to doing things differently

Individuals with line management responsibilities are also expected to ...

**Inspire...** lead by example and help others to see the big picture

**Care...** show genuine concern for people as individuals and value their contributions

**Engage...** I connect with others both within and beyond the organisation

## Staff Deal

Our Staff Deal is an informal agreement with all staff. It outlines what you can expect from us, and in return what we expect from you

### **Our part**

- Provide strong, honest and visible leadership
- Reward your commitment and hard work
- Care for your health and well being
- Listen to you and put your ideas into action
- Support you to give something back
- Offer opportunities to learn and grow
- Be one team, one council
- Believe in you

### **Your part**

- Listen, be open, honest and friendly
- Be efficient, flexible and professional
- Care for your health and stay active
- Tell us how we can improve
- Give something back whenever you can
- Take opportunities to learn and grow
- Be one team, one council
- Believe in yourself and our borough

## Appendix 1

### Faculty of Public Health Competencies (2015 PH Specialty Training Curriculum)

#### **1. 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.

#### **2. 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.

#### **3. 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.

#### **4. 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.

#### **5. 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.

#### **6. 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.

#### **7. 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.

#### **8. 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.

#### **9. 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.

## 10. Professional, personal and ethical development

To be able to shape, pursue actively and evaluate their own personal and professional development, using insight into their 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.

### Appendix 2

#### Consultant in Public Health/Consultant in Public Health Medicine

#### Wigan Council

**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. Further amended in June 2015 and September 2018**

Education/Qualifications	Essential	Desirable
Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)	X	
If included in the GMC Specialist Register/GDC Specialist List in a speciality 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 speciality 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 (see shortlisting notes below for additional guidance)	X	
If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT [see shortlisting notes below for additional guidance]	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment	X	
Masters in Public Health or equivalent		X

<b>Personal Qualities</b>	<b>Essential</b>	<b>Desirable</b>
Able to influence senior members including directors and CEOs	<b>X</b>	
Able to both lead teams and to be able to contribute effectively in teams led by junior colleagues	<b>X</b>	
Commitment to work within a political system irrespective of personal political affiliations	<b>X</b>	
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Delivery of successful change management programmes across organisational boundaries	<b>X</b>	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		<b>X</b>
Experience of using complex information to explain public health issues to a range of audiences	<b>X</b>	
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>
Strategic thinker with proven leadership skills and operational nous	<b>X</b>	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	<b>X</b>	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	<b>X</b>	
Analytical skills - able to utilise both qualitative (including health economics) and quantitative information	<b>X</b>	
Ability to design, develop, interpret and implement strategies and policies	<b>X</b>	
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
In depth understanding of the health and care system and the relationships with both local and national government	<b>X</b>	
In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice	<b>X</b>	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	<b>X</b>	
Understanding of the public sector duty and the inequality duty and their application to public health practice	<b>X</b>	