NORTHUMBERLAND COUNTY COUNCIL PART A: JOB DESCRIPTION

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| **DIRECTORATE:** | Public Health, Inequalities and Stronger Communities |
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| **SERVICE:** | Wellbeing and Public Health |
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| **JOB TITLE**: | Public Health Consultants |
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| **GRADE:** | Band 14 |
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| **JD REF:** | H221 |
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| **RESPONSIBLE TO:** | Executive Director of Public Health, Inequalities and Stronger Communities |
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| **RES** | Council Services within the portfolio. These may change to reflect need and maximise capacity and resources across the Council. |
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| **Service/ Functions:** | Leadership and facilitation of a portfolio of public health programmes which deliver national, regional and local priorities to improve the health of Northumberland’s population. These programmes will vary in scale and timescale.  To deputise for the Executive Director when required on both projects, regionally and nationally and other duties as assigned. |
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| **Employees:** | Colleagues within the Directorate. Direct or indirect Line Management of circa 55 FTE members of the public health team. Some programme and project resource may be assigned from time to time which will vary depending on activities and priorities. |
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| **Budget:** | Accountability for the effective management of Council finances within the programmes underway and support the Executive Director and other colleagues to make the best use of the total budget available. This includes the Public Health grant and funding associated with specific functions as prescribed by central government and the reporting of spend. Responsible for a budget within the ring-fenced Public Health Grant of up to £8M. |
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| **Other Resources** | As required to ensure that all normal and transformational activity is undertaken to deliver resident focused and value for money services in line with the Council Vision and Corporate plan. Involvement in programmes at national or regional level will involve the postholder providing technical advice and expertise to deliver the best outputs and outcomes to benefit Northumberland residents. |

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| **JOB PURPOSE:**  To lead, development of public health programmes and initiatives that improve the health and wellbeing of Northumberland residents, reduce inequalities and support the delivery of healthier and stronger communities as part of the Council’s key corporate and partnership priorities that fall within the remit of the service and in line with the corporate plan - a council that works for everyone,  The post of Public Health Consultant is a technical expert for the Council and the wider Health and Care system in improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such it is a key adviser on all spanning health improvement, health protection and healthcare public health. In supporting delivery of statutory public health responsibilities this post will create and deliver programmes which secure improvements in public health across the population both on a universal and target basis, support planning for and responding to emergencies that present a risk to public health, ensure programmes reflect the diversity across the population and address challenges relating to reducing inequalities .  In order to deliver these requirements, the postholder will support and deputise for the Executive Director as an active and visible leader in health and wellbeing partnership arrangements in order to be able to use all resources at their disposal which are needed to tackle the full range of health determinants. This partnership ethos will extend to work with local communities while maintaining the confidence of Elected members and government.  To deliver on commissioned activities which fall within the remit of this post operating collaboratively with colleagues in the Council, broader health and care system and other partners across the County, to ensure that all initiatives and programmes support effort to improve the health of the population and reduce inequalities. These programmes will be both transformational and innovative and continue to support communities, partners and businesses rebuild following the pandemic using the full range of resources at the disposal of the post and broader partnership.  To play a full and positive role as a member of the Council’s Senior Management Team ensuring the delivery of effective strategic direction, leadership and resource management ( people, finance and other assets) to secure the delivery of public services across the locality especially to maximise the Council’s role in place shaping and creating the best possible conditions to protect public health, reduce inequalities and support local communities to operate as strong, cohesive neighbourhoods.  Lead by example and foster a culture, both with the Directorate and across the Council, which engages all staff and partners in the development and delivery of services which meet residents’ needs and expectations. |

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| Ensure, as a senior executive, that effective governance and assurance processes are applied in all activity as set down in the Constitution and Council policies and procedures to safeguard the Council’s financial and statutory duties and demonstrate public accountability and scrutiny of its decision-making processes.  Discharge the functions within the remit of the portfolio having regard to the decision making framework and arrangements for both the Council and the Secretary of State for Health. |

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| **KEY FUNCTIONAL RESPONSIBILITIES:**  In support of the Executive Director and Director, act as a technical adviser on matters relating to health and ensure timely advice to relevant Council bodies and partners on all health and wellbeing matters of local and national policy and statutory requirements to enable the Council to make informed decisions particularly in relation to the design and implementation of public health programmes.  Support Members of the Council, the Chief Executive, the Executive Director and Director in developing the vision and priorities for the County and ensure best advice is provided on the most appropriate response to internal and external pressures for change. This will involve providing specific advice in relation to the functions within the Directorate and effecting the changes required from the regulatory framework affecting Public Health and other functions which support reduction of inequalities. This postholder will help create, shape and deliver programmes which address issues identified through the JSNA and other key sources of information.  Manage well the interface between Elected Members and Officers within the Directorate, maintaining and developing essential Member / Officer partnerships and processes which support and promote a positive and respectful relationship between Members and Officers.  Champion a coherent multi agency approach to service delivery, maximising the key role the postholder has in the wider system leadership and amongst Health and Care partners to ensure the delivery of the Council’s priorities and provision of high-quality, cost-effective services based on community needs. This includes working with the Integrated Care Board and having regard to the ICS/ICP Strategy in order to provide public health advice as part of the core offer to the ICB to support the commissioning of appropriate, effective (based on evidence), and equitable health services.  Work closely with colleagues within the organisation and without to develop the best possible arrangements for early help, prevention and intervention.  Participate and develop the Council’s commitment to actively collaborate in major local and regional partnerships to achieve, within the overall strategy, maximum benefit for the Council and its communities. These partnerships will be essential to deliver sustainable growth, improve public health and reduce inequalities as well as other front line services that communities and resident’s need to lead healthy and productive lives.  Contribute to successful management of the Council’s reputation, ensuring that it always acts in the best interests of Northumberland and that its activities are explained to stakeholders in an open and transparent manner.  Develop key relationships with:  • Cabinet/Portfolio holder and elected members  • Senior Management Team  • Local NHS bodies including the NENC Integrated Care Board  • UK Health Security Agency/Office for Health Improvement and Disparities  • Relevant Boards within the Council and wider system  • Local Resilience Forum   * NHS England/Improvement/Health Education England   • VCSE organisations  • Communities and the press  Combined Authority  Wider public health workforce |

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| **PRINCIPAL ACCOUNTABILITIES** |
| Act as a key adviser on Public Health matters ensuring that the Council implements all national and local professional standards and requirements in a timely manner while recognising the interests of local communities through the design and delivery of programmes and initiatives to meet universal and targeted need. |
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| Provide timely and accurate data and advice to the Executive Director and Director, Chief Executive, Cabinet, Committees, and all Members on matters which will secure high levels of health and wellbeing across the County while ensuring services are sustainable. Delivery of programmes which reflect findings from surveillance, monitoring and evaluation of health and wellbeing and inequalities in health outcomes of local communities (including an easily accessible Joint Strategic Needs Assessment Strategy) |
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| Act as a role model and exemplar in achieving a people-centred, values based and inclusive organisational culture that promotes innovation and creativity, nurtures growth, and focuses on developing and maximises potential of the workforce to improve services. |
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| Oversee the most effective utilisation, performance, and deployment of resources (Human, Physical and Financial) that puts at its heart the provision of high quality, value for money services and ensure that there is sufficient capacity within the directorate to  deliver successfully against the Council’s ambitions and priorities bearing in mind statutory requirements. Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council. |
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| Actively demonstrate commitment and action to develop an inclusive, supportive, and constructive environment where everyone is treated with dignity and respect and diversity i in the workplace, in service delivery and communications. |
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| Lead and monitor the efficient and effective implementation of major programmes and  initiatives where the postholder is the Programme lead that are central to the achievement of the Council’s objectives across and the effective deployment of Council resources. These programmes will be mindful of national requirements relating to health and wellbeing and reducing inequalities. |
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| Provide assurance that plans are in place to enable that appropriate levels of financial and governance control are in place across the programmes supported by the postholder and any other activities where they are the Lead Officer. This includes supporting the Executive Director undertake an independent annual report to be published by the Local Authority on the health of local communities to stimulate debate and action by the Council and partners. |
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| Contribute to scrutiny and advice on the plans and actions of Central Government and other external agencies to determine their impact on the development of local policies  and priorities such as they relate to health and wellbeing in supporting place shaping and regeneration in order to position the Council as a decisive and influential organisation that can maximise all available assets and use these to improve the health and life chances of all residents. |
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| Ensure the promotion, development, and maintenance of good relationships with the media and public as an individual and across the Directorate and maintain effective communication and engagement strategies are applied to support delivery of services and change activities. |
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| Ensure equality, diversity and inclusion principles are embedded across all services. Provide leadership around equality, diversity and inclusion, ensuring that the policies and services of the Council reflect the changing needs of all our communities and workforce and that equality of opportunity is ensured and diversity celebrated. |
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| Represent and negotiate on behalf of the Council at local, regional, and national levels, promoting inter-authority working across the region and demonstrating flexibility and responsiveness to change. This work will particularly relate to the need to ensure appropriate measures are in place to protect vulnerable communities and other activities that support health and wellbeing. |
| Play a role within the Council’s Corporate Emergency Planning arrangements (This  includes a requirement to be available in the event of an emergency to perform the duties allocated to the post within the Emergency Plan). |
| Support the Health and Wellbeing Board to fulfill its statutory duty to promote integration for the benefit of local communities and work with partners to promote a coherent and cohesive plan for population health. |
| To undertake functions in the event of local or National elections, supporting the Returning Officer ensure the democratic nature of such activities is undertaken efficiently and in compliance with all statutory requirements. |
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| Ensure that all duties and responsibilities are be carried out in accordance with Council’s  Constitution, governance arrangements, policies, and procedures. Oversee the professional obligations of staff and peers |
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| Contribute actively to the training programme for Public Health Consultants.  Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation or other measures required to remain on the GMC/GDC Specialist Register with a license to practice or the UK Public Health (Specialist) Register or other specialist register as appropriate.  Practise in accordance with all relevant sections of the General Medical Council’s Good Medical Practice (if medically qualified). |

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| **Special Conditions:**  This position has been identified as a politically restricted post under the Local Government and Housing Act 1989. Therefore, the post holder is restricted from undertaking or participating in any political activity. |

NORTHUMBERLAND COUNTY COUNCIL

PART B: SENIOR MANAGERS CORE COMPETENCIES

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| **Working with Partners** |  |
| * Work collaboratively across services and departments to deliver corporate excellence. * Work collaboratively with external partners to deliver excellent service. * Seek opportunities for partnership working at a local, regional, national level. * Clarify expectations, objectives and working arrangements of partnerships. * Contribute effectively to multi-partner projects. | |

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| **Serving our Community** |  |
| * Promote the Community Plan. * Seek and act on feedback from the community. * Influence Service and Corporate plans to reflect community needs * Develop, deliver, and improve access to services based on an awareness and understanding of the diverse community * Promote equality of opportunity in service delivery | |

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| **Working within the Political Arena** |  |
| * Understand and actively support the role of Councillors. * Understand and actively support the democratic process within Northumberland Council. * Recognise the impact of Government and legislation on Council strategy and services. * Consult, support, and keep Councillors informed. | |

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| **Delivering Excellence** |
| * Understand how corporate performance is measured. * Monitor and evaluate services in relation to objectives and performance indicators. * Establish a culture that embraces the agreed Vision and Values. * Be positive ambassadors for the organisation. * Contribute to strengthening corporate leadership capacity. * Identify opportunities where organisational performance could be improved. |

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| **Focusing on the Future** |  |
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| * Scan the external environment, look ahead, assess strategic options, and develop the Council in the medium and long term. * Lead the development and implementation of corporate policy at a strategic level. * Challenge what we do and how we do it. * Influence relevant national and regional organisations and partners. * Connect plans, policies, strategies, and services to provide consistent service delivery. * Generate innovative ideas. * Translate strategy into action. * Consider the implications of decisions across the Council and act in the overall interests of Council performance. |
| **Building Shared Vision and Values** |
| * Scan the internal environment and engage employees in compelling visions of the future. * Create an environment in which a culture embracing our Vision and Values can thrive. * Involve all stakeholders in building a vision for the future. * Have a clear picture of the direction the organisation is taking and communicate it with insight, energy, and vision. * Translate the Council’s vision into practical and achievable plans. |
| **Strengthening Corporate Leadership Capacity** |
| * Continuously develop the political leadership and managerial interface. * Operate with others as a cohesive senior managerial team. * Create time with staff and other managers for discussion about their development rather than firefighting. * Coach and mentor staff and other managers. * Lead, delegate and empower others at a strategic level. * Identify and develop potential senior managerial successors. |
| **Promoting and Facilitating Change** |
| * Critically evaluate the reasons that prompt change and take appropriate action. * Proactively steer internal change. * Proactively manage the exchange of information between the public and the organisation. * Consider the resource implications of change. * Anticipate and respond to emotional and morale issues brought about by change. * Monitor and evaluate the change process to ensure aims are met. |

NORTHUMBERLAND COUNTY COUNCIL PART C: PERSON SPECIFICATION

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| **DIRECTORATE:** | Public Health, Inequalities and Stronger Communities |
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| **JOB TITLE**: | Public Health Consultants |
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| **GRADE:** | Band 14 |

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| **Qualifications**   * In line with legislation, inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List **or be eligible for** inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists within six months of interview * *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 practice* * If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT MFPH by examination, by exemption or by assessment or equivalent * Public health registrar applicants who are not on the required registers must provide verifiable documentary evidence that they are within six months of entry   • Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body as part of faculty appraisal process |
| Incants Evidence of relevant up to date leadership and management training |
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| **Experience, Knowledge, and Skills** |
| Proven achievement of successful programme and change management across organisational boundaries. |
| Understanding and knowledge of initiatives which deliver positive impact in improving health and reducing inequalities across a broad and diverse population. |
| Ability to promote messages which support and enable initiatives to improve health outcomes. |
| Understanding of the Health and Care system with an ability to translate national and local policies and priorities into improvement programmes. |
| In depth knowledge of ways to develop evidence based assurance and evaluation of clinical initiatives, qualitative improvements and related programmes. |
| Ability to operate sensitively in a political environment, developing relationships with all members gaining respect, trust, and confidence and being accountable for effective delivery within a challenging financial environment. |
| Experience of leading major change that challenges existing ways of working, and different service delivery models which provide better outcomes for citizens especially vulnerable adults. |
| Evidence of personally leading within an organisational culture that models and embeds the practice of co-design and co-production and collaboration with people inside and outside the organisation. |
| Evidence of success in personally leading the development of external relationships and influential partnerships that have delivered tangible benefits and created a collaborative environment. |
| Evidence of using strong option appraisal, analytical skills, and innovation to achieve organisational success in an environment of reducing financial resources. |
| Ability to develop long term strategic thinking and bring new ideas, approaches, and solutions. |

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| Highly skilled communicator who communicates with clarity, conviction and enthusiasm and can demonstrate integrity, create rapport, and build trust and confidence to positively influence outcomes. |
| Ability to translate complex ideas and information into meaningful and ‘user-friendly’ information; ‘tells the story’ to bring people along and ensure all audiences understand the key messages. |
| Ability to develop strong relationships with senior leaders from a range of public and private sector organisations. |
| Personal and professional integrity and credibility that establishes respect, trust, and confidence. |
| Demonstrate personal resilience and ability to thrive in challenging circumstances. |
| Model and demonstrate organisational values and leadership behaviours, creating a shared purpose and positive permission culture that enables people to thrive through development, involvement, and well-being. |
| **Motivation** |
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| Confident leader with a vision for Northumberland with high levels of energy, stamina, and resilience. |
| Fully committed to the principles and values underpinning the Council |
| Demonstrably strong corporate orientation and a commitment to tackling issues that inhibit organisational progress to high quality service delivery. |
| Personality, behaviour, conduct and credibility that engages and commands the confidence of Council Members, senior managers, staff, the public, external partners, and other stakeholders. |

APPENDIX

FACULTY OF PUBLIC HEALTH: COMPETENCIES EXPECTED OF ALL PUBLIC HEALTH CONSULTANTS

This postholder, irrespective of background is expected to be proficient in the competencies set out below in order to assure the Faculty of Public Health and these are set out here for clarity but are consistent with the expectations set out in the job description/ person specification.

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.

1. **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.

1. **Policy and strategy development and implementation**

To influence and contribute to the development of policy and lead the development and implementation of a strategy

1. **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.

1. **Health** **Improvement, Determinants of Health and Health Communication**

To influence and act on the broad determinants of Health at a system, community and individual level.

1. **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.

1. **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.

1. **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.

1. **Professional, personal and ethical development**

To be able to shape, pursue actively and evaluate own personal and professional development using insight into your behaviours and attitudes and their impact to modify behaviour and practice 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.

1. **Integration and application for consultant practice**

To be able to demonstrate consistent use of sound judgement 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.

The Consultant in Public Health is expected to have the technical expertise as well as the ability to use those techniques to lead and support the development of complex solutions to improve the health and wellbeing of local communities. In addition, they are expected to have the skills and ability to present the results of applying their technical expertise so that they are understandable and stimulate actions from a range of individuals and organisations.