



## Role Profile

<b>Job Title:</b> Public Health Principal	<b>Role Profile Number:</b> PCDH91
<b>Grade:</b> T	<b>Date Prepared:</b> 10 May 2021
<b>Directorate/Group:</b> Adults – Public Health	<b>Reporting to:</b> Consultant in Public Health
<b>Structure Chart attached:</b>	No

### Job Purpose

The Public Health team are expected to deliver across the four domains of public health: (1) health intelligence, using data and evidence to inform all we do; (2) Health Protection –identifying, preventing and mitigating the impacts of infectious diseases and of environmental, chemical and radiological threats; (3) Health Improvement –helping people to improve and maintain their health by developing, implementing and evaluating strategies and interventions; (4) Healthcare public health services –using evidence to support service development and to ensure the quality of services by assisting in the commissioning of services.

The post holder will be responsible for leading the strategic direction across areas of designated responsibility and will provide an advanced specialist public health approach with minimal supervision to reflect both national and local priorities with the emphasis on prevention and reducing health inequalities. The public health principal may be expected to be able to work across any topic area covered under the domains of public health. The public health principal may have a professional area of interest in regard to the public health agenda, however may be expected to be able to work across the life course and cover agenda areas including: sexual health, maternal and child health improvement, adult health improvement, obesity and weight management, smoking cessation and tobacco control, substance misuse, mental health, public health campaign work, screening and immunisation uptake, providing the best start in life and supporting the healthy aging agenda.

### Key Accountabilities

- Manage a team including; managing performance, monitoring quality and quantity of work; disciplinary matters; employee wellbeing; training and development.
- Manage significant public health work programmes with limited supervision including the

management of contracts. This will involve using complex contractual and service user information to inform the work of the team.

- Produce and present written reports for a wide range of audiences including the Health and Wellbeing Board, ICS, key partner organisations, public health senior leadership team, and the general public.
- Present public health information to the council and partner organisations, which may include complex, sensitive or contentious information. Identify and develop appropriate presentation styles to ensure information and products relating to the vulnerable communities agenda can be used effectively by non-scientists. This requires visual, geographical, tabular and text formats.
- Lead commissioning of local services that ensure quality, safety and improved health outcomes for Swindon's resident
- Put experts by experience at the heart of decision making and planning
- Plan and organise the collection of information across the team for planning, monitoring and strategic purpose. Collect and collate data, manipulate data using advanced excel skills to produce added value statistics regarding health outcomes and future (projected) outcomes.
- Apply advanced specialist public health knowledge to a variety of datasets, ensuring appropriate interpretation of results are conveyed to partners and service users as appropriate.
- Horizon scan to spot future publications relating to topic areas and where necessary investigate these items before publication to be able to support the director of public health and the public health consultants in the effective proactive delivery of expert public health services.
- Provide advanced specialist public health response on behalf of the council to national consultations on the development of related issues, taking into account definition of outcomes, including recommendation of alternative measures/outcomes.
- Helping to develop and challenge local, regional and national outputs relating to topic areas to progress best practice.
- Offer guidance to the wider public health team on actions relating to topic area - interpret data and make informed recommendations of the data taking into account local population groups and key messages. This will often mean interpreting technical guidance.
- Promote a culture of inclusion and equity
- Take opportunities to highlight the work of self and team and further public health knowledge through publication, presentation and best practice sharing and local, regional and national level.
- Use proportionate universalism to balance the need for universal and targeted approaches to ensure the best outcomes according to need and context.

### **Knowledge & Experience**

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- Substantial experience working in the field of public health
- Expert knowledge and experience of working with communities most at risk of experiencing inequality and experts by experience on a range of issues, from assessment of need, commissioning and procurement of services, contract management and strategy development.
- Understanding and experience of working within information governance and data security

guidelines.

- Extensive management / leadership qualification or experience
- Experience of supervising other members of staff and projects that span multiple departments and organisations
- Significant public sector and/or NHS experience.
- Extensive understanding of local government, NHS, public, voluntary and community sector
- Experience in managing programmes and projects
- Excellent ICT skills including the use of Microsoft applications and any relevant specialist systems
- Experience of developing of developing and delivering training and / or community development programmes
- Up to date knowledge of relevant legislation and guidance in relation to working with and the safeguarding of children/vulnerable adults or ability to gain shortly after commencing role.
- Excellent ICT skills including the use of Microsoft applications and any relevant specialist systems
- Evidence of continuous professional development
- To be registered or working towards registration at practitioner level with UKPHR (desirable)

### **Qualifications**

- A postgraduate degree or professional qualification in public health e.g. Masters in Public Health, Masters in Health Economics), or committed to achieving such qualification within four years of commencing post.

### **Decision Making**

- Analyse and interpret complex information to inform effective decision making
- Make difficult decisions around resource allocation and prioritisation based on understanding of health economics and opportunity cost.
- Develop, implement, maintain and manage complex systems, policies, procedures and / or standards within specialist area whose outcomes can affect council wide approaches / business.
- Identify and recommend solutions where service delivery / business / performance risk has been identified.
- Lead initiatives to design and deliver improvements and transformation. Monitor and report on service standards as required.

### **Creativity and Innovation**

- Excellent oral and written communication skills, including the ability to write reports and deliver presentations to a wide range of audiences communicating complex idea with simplicity
- Excellent interpersonal skills and influencing skills with proven ability to build and maintain effective working relationships (internally and externally) and facilitate groups
- Apply professional knowledge and experience to interpret and recommend policy, resolve complex issues, proactively anticipate problems and deliver solutions which enhance the quality and efficiency of services
- Considerable scope to exercise initiative in taking action
- Contribute to long term strategies

- Apply specialist/professional expertise and use judgement to make decisions where solutions are not obvious to meet customer requirements. Will be required to plan over a longer period (a year or more)

<p><b>Job Scope</b></p> <p><b>Number and types of jobs managed</b></p> <ul style="list-style-type: none"> <li>• A small team of 2-5 people.</li> <li>• The post holder may also be involved in the supervision of more junior members of staff and placement students.</li> </ul> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>• Programmes of work</li> <li>• Management of contracts</li> <li>• Networks of meetings</li> <li>• analysis of data</li> <li>• administration / business support tasks</li> </ul>	<p><b>Budget Holder Responsibility:</b></p> <p><b>Asset Responsibility:</b></p>	<p>yes</p> <p>&gt;£3m based on topic area</p> <p>.</p> <p>Yes – public health resources</p>
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**Contacts and Relationships**

*(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

- Provide advice and guidance to senior managers and the leadership team on a broad range of complex issues which could be contentious and challenging in nature.
- Ability to build strong relationships and engage successfully with colleagues /partners /customers / contractors and suppliers.
- Confident and expert at negotiation and advocacy, displaying tact and diplomacy to deal with complex situations.
- Ability to make difficult decisions to resolve issues and improve service delivery.
- Regular contacts will include: senior managers, leadership team, councillors, external bodies and partners.
- Involve service users / stakeholders / partners to understand issues and challenges and provide recommendations for solutions.
- Manage relationships with customers, partner organisations and / or suppliers – monitor inbound and outbound service levels: discuss operational issues with partners.
- Lead professional and point of contact to provide technical specialist solutions. Apply good judgement, sensitivity and diplomacy required in all dealings with others.
- Be a representative on behalf of the Service area / Council internally and / or externally

**Values and Behaviours**

We strive to underpin our culture of being ‘At our Best’ through strong management and authentic

leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

**Other Key Features of the role**

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

<b>Employee Signature:</b>	Print Name:
<b>Date:</b>	
<b>Line Managers Signature:</b>	Print Name::
<b>Date:</b>	