



Role Profile

Public Health Specialist

Job Title: Public Health Specialist	Role Profile Number: PCDH61
Level: 10	Date Prepared: 29 June 2020
Directorate/Group: Adults – Public Health	Reporting to: Consultant in Public Health
Structure Chart attached:	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 – this about dealing with cases or outbreaks of communicable disease; (3) Health Improvement – this about helping people to improve and maintain their health by developing, implementing and evaluating strategies and interventions; (4) Healthcare public health services – this is about 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 in areas of designated responsibility and will provide a 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 specialist may be expected to be able to work across any topic area covered under the domains of public health. The public health specialist may have a professional area of interest in regard to the public health agenda, however all specialists 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 ageing agenda.
- This post will also support the team’s health protection functions when needed, for example, supporting

the Council's response to the Covid-19 pandemic. This role will support providing accurate advice on actions to control spread of infectious disease, engaging and supporting partners to reduce the risk of outbreaks and manage those that do occur.

Key Accountabilities

- To have the autonomy to determine the needs of the population, assess options for managing the public health needs of the population, commission services, interventions and programmes as appropriate.
- To act as contract manager and liaison for the services, interventions and programmes they contact, evaluating outcomes, performance managing, and dealing with the overall management and delivery of projects within the allocated resources.
- To provide specialist advice to the strategic development and implementation of health improvement and wider determinants strategies, implementation plans and action plans in line with national and local indicators linked to the Public Health Outcomes Framework.
- To lead on the identification of public health needs using various methodologies e.g. health needs assessment, health equity audits, reviews and evaluations of programmes and / or interventions directed at areas of responsibility.
- To assess, analyse and interpret national and local data and evidence to develop and evaluate Swindon based public health interventions, programmes and / or projects.
- To promote the health improvement, health protection and inequalities reduction agendas across the council, ICB and with other partners, seeking to increase the engagement of all council staff and partners in working to improve and protect health e.g. through communicating complex and potentially sensitive or controversial information to diverse groups, persuading and negotiating on a range of issues and topics and working with the media.
- To represent the public health team and the council at agreed partnership events, partnership Boards, multi-agency working groups, professional groups and other fora; this may involve chairing and / or facilitating multi-agency working groups.
- To support the work of existing partnerships (and develop new ones where appropriate in response to specific defined needs) and provide specialist public health advice to partners and other key

stakeholders.

- To develop wider public health capacity by communicating and promoting health improvement messages through presentations, evidence based practice, audits and published research and providing specialised advice and knowledge through the development of and participation in training programmes, workshops, conferences and seminars etc.
- To be a source of specialist knowledge in particular public health topic areas through resource production, project management, training, contributing to websites and disseminating information to partner organisations.
- To contribute to topic related reports to inform council, partner organisations and government bodies e.g. cabinet, department of health, Public Health England, ICBs etc and contribute specialist topic information to annual public health reports, strategic documents and other reports as required.
- To keep up to date with the evidence base of effective practice, in particular relating to specific public health topic areas and public health competencies. This will be gained through literature searches, critical appraisal of literature, conferences, networking, journal clubs, professional body communications etc.
- To comply with professional body codes of conduct e.g. UK Public Health Register (UKPHR), Faculty of Public Health (FPH), Royal Society for Public Health (RSPH), Health Professions Council etc as appropriate
- The post holder may have responsibility for the supervision of junior staff, public health registrars and students to support their educational needs including personal development plans, objective setting and monitoring quality and quantity of work as required.
- To be prepared to work within a matrix management approach i.e. may have notional responsibility for an area but post holder may be requested to work on priorities as determined by the service.
- The post holder may be asked to deputise on occasions for the Public Health Principal or Public Health Consultant / Director of Public Health as well as for other team members as required.
- The post holder will be prepared to support the wider public health team in the event of threats to health protection and emergencies that threaten public health, including participation in on-call rota arrangements as needed.

- The post holder maybe expected to be involved in the commissioning and/or delivery of research and evaluate existing public health projects and programmes.
- The post holder will be able to identify, assess and mitigate against any risks associated with the projects and programmes within their remit.
- Provide advice and guidance to senior managers on a broad range of issues and propose remedial actions
- Commissioning / develop training, workshops and presentations and / or roadshows to both internal and external stakeholders

Supplementary Accountabilities

- The post holder will be expected to use their specialist skills to make informed evidence-based decisions to solve problems and tackle challenges. The role will be expected to identify, mitigate or challenge issues that will be of a complex nature.
- Contribute to short, medium and long-term strategies for improving and maintaining health as part of the priority around 'the best start in life' and support healthy aging. To develop, commission (or deliver) and evaluate specialist public health programmes, projects, initiatives and / or services related to these agendas
- Ensure agreed public health programmes are planned, designed and successfully implemented.
- To ensure the delivery of public health commissioned service are targeted in areas of deprivation or high need, in liaison with service leads.
- The post holder will use a range of evidence-based public health skills and expertise to ensure targeted interventions to high priority groups, for example pregnant women, people with mental health problems, young people, and minority groups, to include planning, organising and facilitating universal health promotion and programmes of specialist evidence based services and programmes.
- To be a source of advice and support on an agreed specialist area of work,
- To assist in the monitoring and evaluation of the commissioned health improvement services and programmes, including the recording and submission of data in accordance with Department of Health

and Service guidelines.

- To support and participate in local, regional and national health improvement forums and initiatives, as appropriate.
- The role will support the coordination of health promotion and health improvement activities and events (including health fairs) and support the training of others to undertake the role

Knowledge & Experience

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

- Experience working in the field of public health or related area
- A good working knowledge of different aspects of public health
- Understanding of local government, NHS, public, voluntary and community sector
- Experience and working knowledge of the commissioning cycle and tendering process
- Experience in the commissioning, monitoring, delivery and evaluation of public health programmes
- Experience of project development and management
- Experience of developing of developing and delivering training and / or community development programmes
- Experience of managing projects within resources
- Understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation
- Where appropriate – has up to date knowledge of relevant legislation and guidance in relation to working with and the safeguarding of children/vulnerable adults
- Excellent ICT skills including the use of Microsoft applications and any relevant specialist systems

Qualifications

- A first degree or qualification of equivalent academic ability
- A Masters in Public Health (Desirable)
- Evidence of continuous professional development
- Project management qualification or relevant experience
- To be registered or working towards registration at practitioner level with UKPHR (desirable)

Decision Making

- Ability to analyse and interpret complex information to inform effective decision making
- Decisions lead to the setting of working standards and important procedures for the service area which have an impact across the organisation.
- Use initiative to manage responses to complex business / technical issues within the service. Make business decisions based on up to date specialist knowledge and analysis.

- Contribute to developing council strategy within the service area.
- The consequences of the decisions will have a significant effect across the organisation. Drive and delivery complex work programmes within or across specialist areas to meet established operational targets.
- Develop, implement, maintain and manage complex systems, policies, procedures and / or standards within specialist area whose outcomes can affect council wide approaches / business.
- Review the functionality of these in response to either internal or external drivers.
- Recommend and implement changes as required to meet organisational needs. Research, manage and evaluate complex information / data / feedback.
- Identify and interpret organisational issues, trends and problems which may have a broad impact both within the organisation and for partner organisations.
- 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
- Excellent interpersonal skills and influencing skills with proven ability to build and maintain effective working relationships (internally and externally) and facilitate groups.
- Ability to create complex, high quality written material for a wide readership including professionals, the public, the media and Cabinet etc
- 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.
- Responsible for meeting performance standards within a policy framework and regulatory guidelines.
- Considerable scope to exercise initiative in taking action - within the boundary of well-defined policies.
- 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).
- Lead initiatives to design and deliver improvements and transformation. Manage projects, or contribute to larger organisation wide programmes.

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • There will be no direct line management responsibilities for this post. However the postholder will be expected to be an accredited project supervisor for the South West Public Health Training Programme and supervises registrars as appropriate. 	<p>Budget Holder Responsibility</p> <p>Asset Responsibility:</p>	<p><u>No</u></p> <p>.</p> <p>Depends on portfolio. For example there may be specialist equipment or health promotion materials</p>
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<ul style="list-style-type: none"> • The postholder may also be involved in the supervision of more junior members of staff and placement students. <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • project work • analysis of data • administration / business support tasks 		
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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.
- Consult with 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 through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours.

We have 3 commitments to be At Our Best:

- A Learning Organisation
- Improving Performance
- Employee Experience

It is in this context that we define our Values and Behaviours:

At Swindon what we do really matters

We love ‘our’ Swindon. We want the best for it. We turn up each and every day to have impact, a place and people to be proud of.

At Swindon we do things right

We are accountable to our residents and ourselves to make the best decisions we can, to try new things to make Swindon thrive now and in the future.

At Swindon we make it happen together

We work together, with our communities, across the Council and with our partners to get the best we can collectively for Swindon.

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).

This post is a hybrid role with the opportunity for home working in line with Council policy. Travel may be required for external meetings, conferences etc.

Resilience and ability to adapt – this role is working in a fast changing environment and needs to be comfortable dealing with uncertainty and responding quickly often without full information.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name::
Date:	