



**SWINDON**  
BOROUGH COUNCIL

## ROLE PROFILE

<b>Title:</b>	Head of Public Health: Children and Young People		
<b>Career Family:</b>	Health, Care and Wellbeing	<b>Date:</b>	03 October 2023
<b>Career Family Level:</b>	13	<b>Reference:</b>	SBC_12057
<b>Reports to (Job Title):</b>	Director of Public Health		

### **Purpose:**

The Role holder will be required to lead and deliver on service objectives through the management of a public health team or through the provision of advice and contribution to strategy within the council and through the wider health and social care system. The role holder will need to lead, co-ordinate and integrate a number of public health functions within the department and will be expected to set operational priorities and manage relationships within and outside of the department. The Role holder will lead a team of professionals, but a major part of the role will be to work collaboratively and closely with senior management, Counsellors and external partners. They will have significant autonomy to initiate and implement changes to their team structure as required. They will be shaping the strategic direction for their area of responsibility in health, social care and wellbeing. This post will be a key role within the public health senior leadership team, will report to and deputise for the Director of Public Health.

### **Accountabilities:**

- Take a lead role in determining medium- to long-term service area priorities and budgets, scanning the horizon, maximising opportunities and ensuring integration with other areas of the Council with relation to a public health approach to pregnancy, children and young people.
- Act as expertise leader within public health and the agenda of children and young people, proactively providing advice and direction both internally and externally to the service area, and hold accountability for Council compliance with appropriate standards and regulations.
- Undertake service critical analysis (e.g. of management and financial information; of service delivery models), exercising significant professional judgement in assessing risk and providing advice to peers and more senior officers, which will have a medium- to long-term effect on the business.

- Take a leading role in negotiating with external agencies to influence wider policy agendas at the regional and/or national level, to create better outcomes for the Council and the community.
- Lead, develop and promote a culture of continual professional development of all staff at each level, contributing to the development of a strategic approach to staff development within the service area.
- Translate wider Group and Directorate objectives into clear Service and Business Plans for the area.
- Influence and interact at a senior level both internally and externally, representing and championing the range of services within the functional area, in order to develop new relationships, secure partnerships for collaborative working, and deliver shared objectives.
- Any other duties and/or accountabilities commensurate with the roles seniority to meet the needs of residents, through the application of relevant knowledge, skills and experience within the specialism of the role.
- 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 complex 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 public health services that ensure quality, safety and improved health outcomes for Swindon's resident

### **Supplementary Accountabilities**

#### **Managerial**

- Plan and manage financial, human and other resources to ensure effective long-term service delivery. This includes developing a strategic approach to staff development and training.
- Develop mechanisms to monitor and improve service.
- Effective resource planning and financial management of budgets, contracts and service expenditure in line with approved procedures and limits to deliver service objectives.
- Effective management of a diverse team (competence and performance of the team and demonstration of continued development, PDP completion, turnover and attendance etc.).
- Development of an effective working culture and collaborative working.
- Current up-to-date Risk register in place including business continuity plans and early communication of risk with identified mitigating action.

#### **Professional**

- Contribute to the development of Council-wide policy and planning through the contribution of own specialist expertise to senior Council management and members.
- Lead on the design and delivery of large and cross-functional projects to resolve service issues or to achieve service improvements.
- Input quality strategic/professional advice into development of Council-wide policy.
- Interpret national policy and legislation leads service improvement.
- Work collaboratively with internal and external stakeholders to shape services.

**Context and Dimensions:**

**Financial responsibilities:**  
 This role has direct budget accountability of approximately £4m

**Management responsibilities:**  
 This role has management/supervisory responsibilities for a team of public health officers and will support the management and oversight of trainees within the department.

**PERSON SPECIFICATION**

<b>Qualifications:</b>	<b>E or D</b>	<b>S / T or I</b>
1. Professionally qualified with a Masters in Public Health (or commitment to completing a Masters within 2 years of being in post) and/or with a higher level qualification, plus deep expertise in their area, in addition to deep knowledge of policy issues in local government and developments/emerging trends in the broader public sector.	E	/
<b>Knowledge and Experience:</b>		
2. Senior level experience of planning and organising work of medium/large team, and making contributions to the strategic context within which services will be shaped and delivered.	E	/
3. Experience of engaging in or facilitating co-creation of collaborative initiatives to deliver shared benefits across social care, health, and wellbeing and other sectors.	E	/

4. Previous experience working at a senior level in public health		
<b>Aptitudes, Skills and Competencies:</b>		
<p>5. Ability to scan the long-term horizon and understand implications of broader national, regional and local government trends for the service.</p> <p>6. Excellent commissioning experience and financial understanding.</p> <p>7. Ability to conduct systematic reviews of the application of risk management policies, procedures and systems across a unit/department/function and of making evidence-based recommendations on appropriate improvements or amendments.</p> <p>8. Strong organisational and political awareness, drawing on experience of working with Counsellors and interest groups to build consensus and shape services.</p> <p>9. Ability to influence and change behaviour, inspiring others to work toward a vision, through effective relationship building across the Directorate and wider organisation, and with external partners in care and health and wellbeing, and in complex political situations.</p> <p>10. Political acumen, and the ability to understand the political implications for certain decisions, and provide advice and guidance for political representatives.</p> <p>11. Strong organisational and political awareness, drawing on experience of working with Counsellors and interest groups to provide advice, build consensus, and shape services.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>/</p> <p>/</p> <p>/</p> <p>/</p> <p>/</p> <p>/</p> <p>/</p>
<b>Special Conditions of Recruitment:</b>		
NA	/	/