



**SWINDON**  
BOROUGH COUNCIL

## Role Profile

<b>Job Title:</b>	Consultant in Public Health	<b>Role Profile Number:</b>	Role Profile Reference:
<b>Grade:</b>	13	<b>Last updated:</b>	August 2025
<b>Directorate/Group:</b>	Prevention and Communities/Public Health	<b>Reporting to:</b>	Director of Public Health

### Job Purpose

The post holder will fulfill a generalist Public Health Consultant role and is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1).

The postholder will act as a change agent, improving health outcomes in Swindon through systems and partnership working. Their work will be informed through assessment of need, an understanding of methods of meeting those needs and of approaches to gaining ownership across organisations and communities. The areas for which you will provide direct leadership will be agreed in your job plan and may change over time in line with the needs of the organisation.

On behalf of the local authority, the postholder, working with the Director of Public Health (DPH) and other consultant colleagues, will lead on improving the health and wellbeing of the residents which is underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve the health of its residents. The postholder will take responsibility for a set of strategic objectives of the local authority and the Health and Wellbeing Board in line with the agreed job plan and will act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. The postholder will be expected to work across organisations, be able to influence budgets held by those organisations as well as advocate for change effectively. They will hold direct managerial responsibility for services and budgets which directly contribute to these objectives and will also have greater strategic responsibilities across the council and other agencies.

Strategic objectives for this senior post will be negotiated according to organisational requirements, key priorities and expertise within the directorate and will be outlined in the annual job plan. The lead areas will be agreed by the DPH in negotiation with the postholder but may include:

- a. Ensuring development and maintenance of systems and processes to enable the authority to work with partners to respond to major incidents including health protection threats. He or she, on behalf of the authority and the DPH, will lead on those aspects that the Secretary of State delegates to the authority. She/he will ensure that partner organisations (UKHSA, OHID, the ICS, and NHS England) have appropriate mechanisms to enable surge capacity to be delivered as and when required.
- b. On behalf of the authority to take responsibility for ensuring delivery of the public health mandated services such that the full range of benefits are delivered to residents of the authority. These services include sexual health services, NHS Health Checks, specialist public health support to the NHS. This will

include taking responsibility for the relevant outcome indicators within Public Health, NHS (and Social Care) Outcome Frameworks and working across organisational boundaries.

- c. To lead work across all Council directorates as well as influencing partnership boards (dealing with health determinants) to maximise health improvement opportunities and the reduction of inequalities in health outcomes amongst residents. This will include using Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.
- d. To lead on improving health and social outcomes for a particular client group; early years, children, working adults, older adults, learning disabilities, mental health etc.

The work will include working across the entire Council, NHS bodies (the Council has a statutory duty to provide public health advice to local NHS commissioners and the Council's Health and Wellbeing Board has a coordinating role for the whole of the health and care system) and other partner agencies. It will also involve influencing private sector, voluntary sector and community sector organisations that can impact on health and influencing the attitudes and behaviour both of professionals and of the population generally.

In delivering the strategic objectives, the postholder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders including politicians. In addition to any direct responsibility for managing staff or budgets, he/she will be responsible for change and improvement in the agreed areas of work and for supporting the delivery of the statutory duty of the Council to take the steps it considers necessary to improve the health of its communities.

### **Key Accountabilities**

In delivering these responsibilities the postholder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues. In negotiation with the Director of Public Health, the postholder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. The postholder will be expected to maintain general expertise as well as develop topic-based expertise as required by the DPH and will be expected to deputise for the DPH when required.

The range of duties expected of the postholder include:

- a. Taking responsibility for a range of public health issues and working across organisational and professional boundaries, acting as a change agent, managing complexity to deliver improvements in health and wellbeing.
- b. Providing briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, NHS Commissioners, the 3rd sector, the public and partners. Where required to do so, the postholder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which may be at short notice.
- c. Taking responsibility for development, implementation and delivery of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications. The postholder will be expected to contribute appropriately to the procurement process.

- d. Providing expert public health support and whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, within and across a range of organizations including voluntary, public and private sector. This includes the health service component of the mandated core service. This will include expertise in evaluation and development of appropriate key performance indicators.
- e. Utilising (and if appropriate developing) information and intelligence systems to underpin public health action across disciplines and organisations. This may include providing leadership for collation and interpretation of relevant data including production of the Joint Strategic Needs Assessment. Working with the DPH, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations.
- f. Supporting the DPH in the development and implementation of robust strategies for improving the health and wellbeing of local communities including ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements. This may include taking responsibility for the judicious use of the ring-fenced public health grant and/or working with NHS Commissioners, Trusts, the contractor professions and UKHSA/DHSC.
- g. Providing the key local authority link 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 so that the research needs of the local authority are taken into account.
- h. Taking responsibility for the training obligations of the directorate, including becoming an Educational Supervisor. These duties will be agreed jointly with the Head of the School of Public Health.

Underpinning much of these duties are public health tasks such as:

- i. Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.
- j. Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate.
- k. Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
- l. Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
- m. A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health and to formulate clear practical evidence-based recommendations
- n. The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
- o. Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform

## **Management arrangements and responsibilities**

The postholder will be professionally accountable to Swindon Borough Council via the DPH. Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post.

The postholder:

- a. Will manage 2-12 staff (including trainees) and will be accountable for recruitment, appraisals, disciplinary and grievance procedures for directly line managed staff. The precise number of staff will be dependent on the responsibilities agreed in the job plan.
- b. Will manage budgets for lead areas outlined in the job plan and be an authorised signatory as outlined in the council scheme of delegation.
- c. Will be expected to take part in on call arrangements for communicable disease control/health protection as part of local resilience arrangements.
- d. Will be expected to take part in on call arrangements for the Council out of hours service at a tactical level.
- e. Will be expected to deputise for the Director of Public Health as required.

## **Professional obligations**

The postholder is required to:

- a. Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which s/he is responsible.
- b. Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and LA management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality
- c. Undertake an annual professional appraisal including completion of 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.
- d. In agreement with the DPH may contribute as an appraiser to the professional appraisal system.
- e. 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 and UKPHR requirements.
- f. Contribute to professional leadership within the health system.
- g. It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.
- h. Public health practice must be carried out within the ethical framework of the health professions.
- i. The postholder will be expected to maintain effective, courageous, and responsible public health advocacy.

## **Personal Qualities**

The postholder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance systems and organizational cultures. It is expected that the postholder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required. The post holder will advise the health and wellbeing board and make recommendations regarding services, residents' care and the wider determinants of health. Therefore a

high level of tact, diplomacy and leadership is required including the ability work within the local political system and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes. The achievement of public health outcomes and the successful pursuit of change are the purpose of the job and the metric against which performance will be assessed.

## **Wellbeing**

At SBC we recognise the importance of employee wellbeing and encourage colleagues to take the time to look after their wellbeing. Our Wellbeing Strategy supports our vision of ensuring that wellbeing is embedded in everything we do and championed at all levels and across all functions, so that positive wellbeing becomes part of our culture. This encompasses the physical, mental, social, emotional and financial wellbeing of our people and recognises that our choice of wellbeing initiatives, standards, individual engagement and behaviours and leadership and management approach all impact our people's overall wellbeing at work.

The postholder will have access to a Wellbeing Library of resources as well effective local occupational health support and our Employee Assistance Programme, which provides both face-to face and unlimited telephone counselling. Information about Occupational Health will be shared at the induction and regularly when in post to ensure the post holder has timely access to the details if help seeking is necessary.

## **APPENDIX 1: FACULTY OF PUBLIC HEALTH COMPETENCIES**

### **(Based on the 2022 Public Health Specialty Training Curriculum)**

The post holder will be expected to apply the full range of Faculty of Public Health / UKPHR competences to their specified portfolio outlined under the job purpose:

#### **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.

#### **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.

#### **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.

#### **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.

#### **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 to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

## 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. To understand how those risks associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

## 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.

## 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.

## Professional, personal and ethical development

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

## 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.

## Knowledge, Experience and Qualifications

### PERSON SPECIFICATION

Education/Qualifications	Essential	Desirable
In line with legislation, inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists at the point of application.	X	
<i>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</i>	X	

Any public health speciality registrar applicants who are currently on the UK public health training programme and not yet on either the GMC, GDC or UKPHR specialist register must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview*	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)	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with 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>		
Able to influence senior members including directors and CEOs	X	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	

<b>Experience</b>		
Delivery of successful change management programmes across organizational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	

<b>Skills</b>		
Strategic thinker with proven leadership skills and operational nous	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	X	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	X	
Ability to design, develop, interpret and implement strategies and policies	X	

<b>Knowledge</b>		
In depth understanding of the health and care system and the relationships with both local national government	X	
In depth knowledge of methods of developing clinical quality assurance, quality improvement , evaluations and evidence based public health practice	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice	X	

**\*Applicants going through the portfolio registration routes (GMC or UKPHR) are not eligible to be shortlisted for interview until they are included on the register. The six-month rule does not apply to these portfolio route applicants.**

### **Decision Making**

- Makes decisions regarding how to interpret, develop and apply national, regional and local public health strategies
- Makes decisions on how to invest and spend the Council's Public Health Grant to improve and protect the health and wellbeing of the local population
- Makes decisions on what capital equipment to recommend for purchase
- Makes decisions to interview and hire staff, evaluate staff performance, initiate corrective action.
- Approval of non-budgeted expenses
- Approval of capital purchases

### **Creativity and Innovation**

- Actively identify and introduce improvements to areas of accountability
- Presentation of a variety of internal and external communication documents
- Flexibility to meet the varying demands of the role
- Advising and giving the lead to key partners on methods, strategies and services to improve and protect the health and wellbeing of the local population



## **Job Scope**

<p><b><u>Number and types of jobs managed</u></b></p> <p>Job role supervises 1-3 Public Health Principals and other Public Health staff of varying grades. The postholder will also be expected to be an accredited educational supervisor for the South West Public Health Specialist Training Programme and supervise public health registrars and other specialty registrars as appropriate and required.</p> <p><b><u>Typical tasks supervised/allocated to others</u></b></p> <ul style="list-style-type: none"> <li>• Development of local public health strategies and policies</li> <li>• Commissioning and performance management of local public health services, interventions and projects</li> <li>• Prioritisation of tasks that are allocated to team</li> <li>• Ensure accurate and quick response to request for public health advice and information</li> </ul>	<p><b><u>Budget Holder Responsibility</u></b></p> <p>Direct responsibility for between £2-4 million for both public health commissioned services and programmes. Also supports the management of the ring-fenced PH Grant of circa £12m.</p> <p>The post-holder working with the DPH will be expected to make best use of both public health resources as well as influence the resources in the Council as a whole.</p> <p><b><u>Asset Responsibility</u></b></p> <p>None</p>	
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## **Training and CPD arrangements**

The department is approved for the training of public health specialists (Foundation Programme trainees and Specialty Registrars in Public Health and other specialties), The postholder will be expected to become an Educational Supervisor and to take part in local training and CPD opportunities.

## **Contacts and Relationships**

- Working closely together, improving communication and connectivity in order to make better use of the resources, facilities, relationships and partnerships. Working in a collaborative manner with external and internal customers, elected members, community members and other bodies that interact with this role.
- Senior leaders, directors & senior managers within Swindon Borough Council, NHS Integrated Care Boards, UKHSA, DHSC, , NHS Acute & Community Trusts, Private & Independent Sector providers, Voluntary & Community Sector organisations, Wiltshire Police, Probation Services.
- Regional Local Resilience Forum, Local Health Resilience Partnerships, Community Safety Partnerships and other multi-agency Boards, Networks and Partnerships
- Early Years, Schools and other educational settings (including FE colleges) in Swindon

- GPs and Community Pharmacies across Swindon and their professional representatives
- Care Homes, Home Care and other social care providers across Swindon
- Colleagues from other Public Health Teams across the South West of England, including Wiltshire Council and BaNES Council

### **Other Key Features of the role.**

This is a full time substantive post that will involve regular travel within the Borough and across the BSW Integrated Care System area.

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

### **SHORTLISTING NOTES**

#### **Applicants in training grades**

Medical and dental applicants

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC) or be eligible for registration within six months of interview. Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained 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 demonstrated by a letter from their Training Programme Director (TPD).

Non-Medical Applicants in training programme

All non-medical applicants must be registered with the UKPHR or be within six months of registration at the date of the interview. Applicants must provide proof (letter of confirmation from their TPD or the CCT) at interview.

#### **Applicants in non-training grades**

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT.

Applicants from a medical background will be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route.

Applicants from a background other than medicine are expected to have gained full specialist registration with the UKPHR at the point of application.

Employers are advised that individuals should not take up consultant in public health posts (including DPH posts) until they

have gained entry on to the appropriate register that is GMC or GDC or UKPHR Public Health Specialist Register. However, the employer should require evidence that they have joined the register before allowing an individual to take up a consultant post.

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.