

DIRECTOR OF PUBLIC HEALTH

CORPORATE MANAGEMENT TEAM



Grade and Tier	Chief Officer – Band 3	Reference:	COF008
Reports to:	Chief Executive	Job Type:	Strategic Leader
Role Purpose			
<ul style="list-style-type: none"> ▪ To provide strategic and organisational leadership and direction to deliver the vision and priorities of the Council with particular reference to improving the health and wellbeing of residents and reducing inequalities in health outcomes, protecting local communities from public health hazards (infectious diseases and environmental threats). ▪ To be the principal adviser on all health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health, with responsibilities as set out in Section 73A(1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012 ▪ To communicate the vision of the Council and motivate and influence others to acquire this. 			
Member of People Federation: Adults Health & Communities, Children’s Services and Public Health			
Statutory and Key Corporate Accountabilities			
<ul style="list-style-type: none"> ▪ This role is professionally accountable to the Council (and the Secretary of State for Health through Regional DsPH) ▪ Director of Public Health - In line with Section 73A (1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, to include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act. ▪ Act as the Proper Officer for the Registration Service ▪ Coroners Service 			
Key Responsibilities			

Corporate and Organisational

- Provide strong, visible leadership and direction to embed the ethos and values of Public Health through compelling communication to the Council and externally.
- To act as the principal policy advisor within own Directorate and provide specific subject matter expertise and advice to elected members as required with particular reference to all Council duties to improve public health, planning for and responding to emergencies that present a risk to public health and to ensure the risks posed by violent or sexual offenders are assessed.
- Is the principal advisor to the Council on all health matters spanning health improvement, health protection and healthcare public health.
- Ensure departments within the directorate deliver the policies set by elected members, ensuring all staff understand and act on the aims of the organisation, in order to meet the needs of the people of Plymouth.
- Embed climate change actions across the functions of the Public Health department contributing to core reductions in support of the Council's pledge to become carbon neutral by 2030.

Performance and Finance

- Take lead responsibility for the overall corporate and organisational management of the directorate ensuring the Council's financial, human resources and other assets are planned, deployed and managed effectively to deliver the priorities.
- To ensure the directorate provides cost effective and efficient services for the people of Plymouth.

- To shape, develop and champion the transformation of directorate, organisation and service delivery reflecting political leadership and direction. Embed a positive, innovative culture, which responds effectively and efficiently to the financial, service delivery, economic and social challenges facing the council and its communities, responding continually to the changing external environment.

Customer and Communities

- Produce an independent annual report on the health of local communities.
- Contribute to the development of programmes of local engagement and communication within the city with stakeholders and local communities designed to promote the work of the Council and directorate and deepen the Council's understanding of those it exists to serve.
- Create an environment and culture that empowers and requires employees to work collaboratively and effectively across the directorate, organisation and with partners.
- Leads and challenges Consultants in Public Health and other reports to create continuous improvement and service delivery that is innovative, customer focussed and effective in delivering the Council's agreed outcomes.

Partnerships and External Relationships

- Develop long term, mutually beneficial relationships with partners, including UK Health Security Agency, Office for Health Improvement and Disparities and NHS England and, where appropriate, integration of service delivery, to successfully deliver expected outcomes and benefits for the City.
- To fulfil a proactive role at regional and national level in promoting and advocating for Plymouth and its communities to deliver improvements and opportunities for residents and businesses.

Governance

- To ensure the statutory duties of the directorate are met in accordance with legislation, guidance and regulatory requirements.
- Ensure effective measures are in place to manage and mitigate risk to protect the liability of the Council (including civil contingencies, e.g., via the Local Resilience Forum for Plymouth and partners, UK HSA, NHS England, ICB etc.).

Role Accountabilities	Role Outcomes
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<p>Corporate and Organisational</p> <ul style="list-style-type: none"> ▪ Accountable for the development and delivery of strategy and performance across directorate so that it support Council aims and objectives. ▪ Strategic lead for: <ul style="list-style-type: none"> ○ Public Health ○ Environment Protection and Monitoring, (excluding contaminated land) ○ Food Safety and Standards ○ Safety, Health and Licensing ○ Trading Standards ○ Cemeteries and Crematoria ○ Health Inequalities ○ Coroners and Registration Service 	<ul style="list-style-type: none"> ▪ The directorate makes a demonstrable contribution to Plymouth being recognised as a great place to live and work because of the services it delivers. ▪ The directorate/federation workforce understand the Council's values, priorities and desired outcomes. There is demonstrable evidence of engagement and progress. ▪ The performance management framework is clearly communicated, implemented and monitored to ensure good performance is recognised. Performance is managed by outcomes and poor performance is addressed quickly. ▪ Appropriate schemes of delegation are in place to move decision making to the lowest appropriate levels for customer and people management issues.
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<ul style="list-style-type: none"> ▪ Responsible for implementing Council's organisational design principles within own directorate. ▪ High performance of the directorate workforce with specific responsibility for the performance of members of directorate management teams. <p>Performance and Finance</p> <ul style="list-style-type: none"> ▪ Accountable for the preparation and delivery of the directorate/federation revenue and capital budget as aligned to the corporate plan and city priorities. ▪ Ensure there is an appropriate performance framework in place to manage service performance and delivery objectives within directorate/federation. <p>Customer and Communities</p> <ul style="list-style-type: none"> ▪ Ensures services are focused on continuous improvement within agreed levels of customer satisfaction to best meet the needs of our customers and citizens. ▪ Equitable health services are commissioned and supported via a core offer of public health advice to the ICB. <p>Partnerships and External Relationships</p> <ul style="list-style-type: none"> ▪ Creates and manages effective relationships and partnerships with a broad range of stakeholders, building support amongst them in order to deliver better public services. ▪ Promote the city by supporting and participating in key corporate events <p>Governance</p> <ul style="list-style-type: none"> ▪ Delivers the statutory functions within own directorate. ▪ A Member of the Strategic Command for civil emergencies and business continuity in liaison with the police/other agencies as appropriate. Member of the out of hours rota. ▪ Ensure the directorate is compliant with all statutory, regulatory, safeguarding and audit requirements, including, where applicable, those of Ofsted, CQC, Health and Safety Executive and Information Security. 	<ul style="list-style-type: none"> ▪ The directorate has a long term financial strategy and plan (MTFS) which is clear and actively communicated to elected members and CMT. The revenue and capital budget is delivered within agreed tolerances. ▪ The directorate is able to demonstrate how each department is performing against a range of performance indicators. Action is taken if performance fails to meet required standards. ▪ There are improvements in the PCC population in respect of health inequalities, health and wellbeing. ▪ Customer experience and satisfaction is improved across all directorate/ and there are measures in place to demonstrate that. Clear plans are in place where satisfaction is low. ▪ Decisions are made as close to the customer as possible, reflecting our operating model. ▪ Strong networks have been established in the region and the city has received demonstrable investment from a range of funding agencies/from grants/from partners. ▪ A number of key partnerships have been developed which have delivered better outcomes for Plymouth's citizens. e.g. Responsibilities for population Health and Care are delivered in partnership with Social Care and ICB. ▪ Business models are developed that maximise the efficiency of functions across the Council and our partners through shared resource arrangements and effective contract delivery. ▪ Statutory functions are delivered, risks are mitigated and feedback is used to engender a culture of continuous improvement. ▪ Plans and training are in place and resourced to deal with a range of emergencies. Business continuity is in place. ▪ All directorate information is held securely, safely and in line with legal and statutory requirements. ▪ Ensure effective measures are in place to manage and mitigate risk to protect the
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<p>Note: There are additional professional obligations reflected in the work plan that accompanies this role profile.</p>	<p>liability of the directorate and wider Council.</p>
<p>Essential Qualifications and Experience</p>	<p>Essential Skills and Behaviours</p>
<ul style="list-style-type: none"> ▪ Member of the Faculty of Public Health. ▪ Inclusion in the GMC Specialist Register with a license to practice/GDC Specialist Register/UK Public Health Register (UKPHR) for Public Health Specialists. If registration is in a specialty other than public health medicine/dental public health, must have equivalent training and/or appropriate experience of public health medicine practice. ▪ Public health specialty registrar applicants who are not yet on the MC specialist register/GDC specialist register in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion on the GMC/GDC/UKPHR specialist registers ▪ Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body. ▪ Substantial record of senior strategic leadership achievement and experience of leading and implementing a clear public health vision including cultural change, service redesign and re-engineering ▪ A broad knowledge of public sector service delivery including direct delivery and commissioning. ▪ Experience of implementing complex policy matters and projects to cost and time constraints. ▪ Experience of deploying commercial and transformational acumen within large organisations. ▪ Substantial experience in working effectively and impartially with elected members/senior 	<ul style="list-style-type: none"> ▪ Able to be a collaborative system leader across council and wider with focus on community and citizens. ▪ Able to work as part of a high functioning senior management team, collaborating and negotiating with colleagues and partners on cross cutting matters to deliver objectives jointly. ▪ Able to translate complex strategies into what is required to deliver cultural, organisational and technological improvements. ▪ Able to translate vision, complex concepts, financial information, principles and practices into clear compelling organisational strategies and plans. ▪ Financial acumen to be able to interpret and interrogate complex financial information. Ability to identify income generation opportunities/income streams in own directorate/federation in line with Council vision. ▪ Able to understand performance management systems and methods to drive continuous improvement. ▪ Ability to coach and mentor others to improve and build a high performance culture. ▪ Ability to act as the vanguard in reducing health inequality and be able to demonstrate quantifiable change/improvement in this area. ▪ Ability to develop and maintain effective dialogue with local MPs, MEPs and other agents of central government, providers of key public services and representatives of major and prospective investors to protect and promote the best interests of the city.

<p>board/executive members and in supporting democratic decision-making processes.</p> <ul style="list-style-type: none">▪ Experience of working in a political or democratic environment.▪ Experience of working as a visible system leader.▪ Experience of engaging and involving communities to whom statutory or other services are provided.▪ Experience of using a range of change management and transformation methodologies to deliver impactful organisational change at pace.▪ Experience of working and succeeding in complex partnership arrangements.▪ Experience of leading a large multi-disciplinary workforce to drive performance and a successful culture.	
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Appendix B: Faculty of Public Health: competencies expected of all public health consultants / specialists

(Based on the 2022 PH Specialty Training Curriculum)

All consultants irrespective of their background are expected to be proficient in the competencies set out below.

I. Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence can be communicated clearly and inform action planning to improve population health outcomes.

II. 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.

III. Policy and strategy development and implementation

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

IV. 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.

V. Health Improvement, Determinants of Health, and Health Communication

To influence and act on the broad determinants, behaviours and environmental factors 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.

VI. 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.

VII. Health and Care Public Health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness, sustainability and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

VIII. 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.

IX. 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 practise 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.

X. 10. Integration and application 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.

The DPH as a public health leader is expected to have both the technical expertise as well as the ability to use those techniques to both, lead and support the development of complex solutions to improve the health and wellbeing of local communities. In addition, they are expected to have skills and the attitudes to be able to present the results of applying their technical expertise so that they are understandable and stimulate actions by a range of individuals and organisations.