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1. **Post Information**

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| **Job Title:** | Deputy Director Public Health and Wellbeing  Public Health Consultant |
| **Salary Grade:** | Leadership 4 (£104, 810.00 - £118, 614) |
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| **Directorate:** | Public Health and Wellbeing |
| **Service:** | Public Health |
| **Responsible to:** | Sunderland City Council via the Executive Director Health, Housing & Communities  (Director Public Health) |
| **Accountable to:** | Executive Director Health, Housing & Communities |

**Managerially responsibility: Responsible for a PH team in relation to portfolio. Responsible for directorate team on Executive Director’s absence.**

1. **Purpose**

The post holder will be the Deputy Director for Public Health & Wellbeing and will also hold a Public Health portfolio. They will work on behalf of Sunderland City Council to take a public health lead for a variety of programmes working with the DPH and other consultant and senior colleagues. The Deputy Director Public Health & Wellbeing is a statutory deputy chief officer of the authority and a key adviser on all health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health. They will make a strategic contribution to improving health and wellbeing and reducing inequalities for Sunderland supporting the Healthy City Plan where:

*Everyone in Sunderland will have healthy, happy lives, with no one left behind*

The post holder will lead on improving the health and wellbeing of Sunderland’s residents, which is underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve health of its residents.

They will be responsible for healthcare public health, health protection, health improvement and health inequalities programmes as agreed in their portfolio and will play a leading role in the Health and Wellbeing Board with particular responsibilities for one of the Delivery Boards. The post-holder will be expected to work across the Council and partner organisations, be able to influence budgets held by colleagues as well as advocate for change effectively to improve population health. They will hold direct managerial responsibility for services and budgets which directly contribute to these objectives but they will also have substantially greater strategic responsibilities across the Council and other agencies.

1. **Key Responsibilities**

The post holder will work agilely and will be expected to work across Sunderland and, in some cases, the Local Health Economy footprint, North East Combined Authority, ICS footprint or the North East of England as necessary. The work will include working across the entire Council, NHS bodies (the Council has a statutory duty to provide public health advice to ICSs 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.

The postholder will have accountability for the effective management of Council finances within the Directorate and supporting the Executive Director and other colleagues to make the best use of the total budget available. They will take a leading role in managing the Public Health grant of circa £26m and funding associated with specific functions as prescribed by central government and the reporting of spend.

The post holder will:

1. 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.
2. Establish strong relationships within Sunderland City Council as well as strong partnership working with the Integrated Care Board, local Primary Care Networks (PCNs), key provider organisations and other key external bodies including UKHSA, OHID and NHS England.
3. Be able to cope with multiple and changing demands, and to meet tight deadlines. High levels of intellectual rigour, political awareness, negotiation, motivation skills and flexibility are required.
4. Deal with highly complex public health issues, advising officers and elected members within the Council and the Health and Wellbeing Board, making recommendations regarding services, patient care and the wider determinants of health.
5. Be able to understand other cultures, advise, challenge and advocate to enable effective working across organisational boundaries. The ability to influence without direct authority and demonstrate a high level of tact, diplomacy and leadership are required.
6. Support the Executive Director Public Health & Wellbeing to identify local priorities and support the planning and/or commissioning of interventions to address those priorities and to reduce health inequalities. To seek out opportunities to secure additional funding where possible for the delivery of evidenced based interventions that will address those priorities.
7. Support the Executive Director Public Health & Wellbeing to deliver in relation to a range of public health outcomes within key partnership and Council plans, such as the City Plan, and associated Directorate and Service Plans.
8. **Duties and Responsibilities Specific to this Post**

It is expected that the post holder will:

1. Act as the delegated deputy for the Executive Director Public Health & Wellbeing.
2. Have responsibility for the development, implementation and/or delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board or organisational authority to deliver key public health or corporate targets.
3. Provide expert public health advice and leadership to support and inform an ethical, evidence-based approach for commissioning and develop high quality equitable services across primary, secondary and social care, and across sectors including local authorities, voluntary organisations. This will include expertise in evaluation and development of appropriate KPIs.
4. Provide public health leadership and advice to NENC ICB, specifically to the Director South Tyneside and Sunderland Delivery Team to support and inform the work of the ICB.
5. Ensure that health and social care services commissioned for Sunderland residents are of high quality, safe, and cost effective. That they improve health and wellbeing and reduce health inequalities.
6. Develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation, analysis and interpretation of relevant data. This will include core offer support to the ICB, Joint Strategic Needs Assessment and contribution to the Director of Public Health’s Annual Report.
7. 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 the ICS, Trusts, the contractor professions and UKHSA.
8. Taking responsibility for the training obligations of the directorate, including becoming an Educational Supervisor. These duties will be agreed jointly with the relevant Head of the School of Public Health.
9. Be familiar with health economic concepts and able to use appropriate tools – such as programme budgeting and marginal analysis (PBMA), spend and outcomes (SPOT) and return on investment (ROI) – to support commissioning. This will include supporting implementation of Sunderland City Council’s approaches to commissioning for social value, Supplier Relationship Management and Contract Management.
10. Support public health governance and assurance processes and also council wide approaches to performance management and information governance.

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

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

1. **Management Arrangements**

The post holder will be professionally accountable to Sunderland City Council as the employing authority and managerially accountable to the employing authority via the Executive Director Public Health & Wellbeing.

Professional appraisal will be required and the post holder will need to be compliant with relevant national guidance on professional revalidation.

The postholder with have access to the Council’s Occupational Health Service and a comprehensive staff wellbeing offer.

A job plan will be agreed with the post holder. This job plan will be reviewed as part of the annual appraisal process.

The post holder will:

* Manage staff as determined by the Executive Director Public Health & Wellbeing; this will include overall management of workload, appraisals, disciplinary and grievance responsibilities, and recruitment as and when necessary.
* Be an authorised signatory, budget or delegated budget holder and take a leading role in the formulation of department/service budgets and financial initiatives.

1. **Professional Obligations**

It is expected that the post holder will:

1. Participate in Sunderland City Council’s staff appraisal scheme and departmental audit and ensure appraisal and development of any staff for which they are responsible for.
2. Contribute actively to the training programme for Specialty Registrars in Public Health as appropriate, and to the training of practitioners/advanced practitioners and/or primary care professionals within the locality.
3. Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or those of another recognised body.
4. Undertake re-registration, revalidation, audit or other measures required to remain on the GMC, GDC or UKPHR Specialist Register or other specialist register as appropriate.
5. 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.
6. These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager and identified within the job plan.

**Other Duties**

1. The post holder must carry out their duties with full regard to the Council’s Equal Opportunities Policy, Code of Conduct and all other Council Policies.
2. The post holder must comply with the Council’s Health and safety rules and regulations and with Health and safety legislation.
3. The post holder must comply with the principles of the Freedom of Information Act 2000 in relation to the management of Council records and information.

To comply with the principles and requirements of the Data Protection Act 2018 and GDPR in relation to the management of Council records and information, and respect the privacy of personal information held by the Council

**Person Specification**

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| **Job Title:** | Deputy Director Public Health & Wellbeing |
| **Service:** | Public Health |
| **Job Profile:** | Strategic Leadership |

**PERSON SPECIFICATION**

**CONSULTANT IN PUBLIC HEALTH /CONSULTANT IN PUBLIC HEALTH MEDICINE**

**Sunderland**

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| **IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005. Further amended in June 2015, and September 2018** | | | |
| **Education/Qualifications** | **Essential** | **Desirable** | **Method of Assessment** |
| [The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk)](https://www.legislation.gov.uk/uksi/1996/701/regulation/4/made)  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 |  | **Application Form** **Selection Process** |
| *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* | X |  | **Pre-employment checks** |
| Public health **specialty registrar applicants** who are not yet on the GMC Specialist Register, UKPHR register or GDC Specialist List in dental public health **must provide verifiable signed documentary evidence that they are within 6 months** of gaining entry to a register at the date of interview | X |  | **Application Form** **Selection Process** |
| 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 for additional guidance]* | X |  | **Pre-employment checks** |
| 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 |  | **Application Form** **Selection Process** |
| MFPH by examination, by exemption or by assessment, or equivalent | X |  | **Pre-employment checks** |
| Masters in Public Health or equivalent |  | X | **Application Form** **Selection Process** |
| **Experience & skills** |  |  |  |
| Proven achievement of leadership success across Public Health and related activities to improve health and reduce inequality | X |  | **Application Form Interview** |
| Experience of influencing senior members, directors and CEOs | X |  | **Application Form Interview** |
| Staff and budget management experience | X |  | **Application Form Interview** |
| Experience of leading teams and to able to contribute effectively in teams led by junior colleagues | X |  | **Application Form Interview** |
| Experience of working within a political system irrespective of personal political affiliations | X |  | **Application Form Interview** |
| Delivery of successful change management programmes across organizational boundaries | X |  | **Application Form Interview** |
| Media experience demonstrating delivery of effective health behaviour or health promotion messages |  | X | **Application Form Interview** |
| Experience of using complex information to explain public health issues to a range of audiences | X |  | **Application Form Interview** |
| Strategic thinker with proven leadership skills and operational nous | X |  | **Application Form Interview** |
| Experience of motivating organisations to contribute to improving the public’s health and wellbeing through mainstream activities and within resources | X |  | **Application Form Interview** |
| Ability to lead and manage the response successfully in unplanned and unforeseen circumstances | X |  | **Application Form Interview** |
| Analytical skills able to utilize both qualitative (including health economics) and quantitative information | X |  | **Application Form Interview** |
| Ability to design, develop, interpret and implement strategies and policies | X |  | **Application Form Interview** |
| **Knowledge** |  |  |  |
| In depth understanding of the health and care system and the relationships with both local national government | X |  | **Application Form Interview**  **Presentation** |
| In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice | X |  | **Application Form Interview**  **Presentation** |
| Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health) | X |  | **Application Form Interview**  **Presentation** |
| Understanding of the public sector duty and the inequality duty and their application to public health practice | X |  | **Application Form Interview** |

**Appendix 1: FACULTY OF PUBLIC HEALTH COMPETENCIES**

***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.

***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, 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.

***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, 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.

***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 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.

***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.