

City of Wolverhampton Council

Job Description

Job title:	Senior Public Health Specialist
Directorate:	Families
Service:	Public Health and Wellbeing
Location:	Any suitable location within the City of Wolverhampton
Workstyle:	Flexible
Responsible to:	Principal Public Health Specialist
Grade:	7

Job Purpose and Role:

The Public Health (Communities) team focuses on enhancing individual and community capabilities to create healthier places and reduce health inequalities through evidence based practice. This includes taking a whole-system community-centred and asset-based approach to increasing people's choice and control over their health and lives. The team encompasses a broad range of functions including inclusion health, migration, community safety and Public Health governance.

As a Senior Public Health Specialist, the post holder will be working under the general guidance of the Principal, and will take a lead role in several areas of Public Health at any one time, whilst maintaining essential Public Health skills.

The post holder will be involved in the development and day to day delivery of Public Health strategy and initiatives, inputting into the commissioning of services, and partnership working to influence the work of other agencies through a 'business partner approach, where you will be the liaison between Public Health and other divisions / teams or partner agencies (e.g. Housing and Homelessness Strategy, NHS Black Country ICB, West Midlands Police, OHID) providing specialist technical expertise and / or training on evidence base, data interpretation, policy, evaluation etc, and influencing the development of strategic partnership plans and delivery of key outcomes.

The postholder will be expected to design, deliver, monitor, and evaluate programmes of work which contribute to improving outcomes in all areas.

The postholder will be a key contributor to the wider priorities of the team, working in a matrix arrangement as required, to maximise the reach and impact of their knowledge base and networks.

The post holder will not have any people management responsibilities, but will be expected to supervise trainees (junior doctors on placement) on specific projects, and contribute to learning and development of the wider team.

Areas of responsibility are open to negotiation, since there will be several posts in the department, and will be subject to change according to business need.

Key Responsibilities

Technical

1. Support the promotion of population and community health and wellbeing, addressing the wider determinants of health and health inequalities
2. Influence and strengthen community action by empowering communities through evidence based approaches
3. Advocate public health principles and action to protect and improve health and wellbeing
4. Initiate and/or support action to create environments that facilitate and enable health and wellbeing for individuals, groups and communities
5. Facilitate change (behavioural and/or cultural) in organisations, communities and/or individuals
6. Work to, and for the evidence base, conduct research, and provide informed advice
7. Access and appraise evidence gained through systematic methods and through engagement with the wider research community
8. Critique published and unpublished research, synthesise the evidence and draw appropriate conclusions
9. Report and advise on the implications of the evidence base for the most effective practice and the delivery of value for money
10. Apply research techniques and principles to the evaluation of local services and interventions to establish local evidence of effectiveness

11. Audit, evaluate and redesign services and interventions to improve health outcomes and reduce health inequalities
12. Engage stakeholders (including service users) in service design and development, to deliver accessible and equitable person-centred services
13. Quality assure and audit services and interventions to control risks and improve their quality and effectiveness

Context

14. Work with, and through, policies and strategies to improve health outcomes and reduce health inequalities
15. Develop and/or implement action plans with, and for, specific groups and communities, to deliver outcomes identified in strategies and policies
16. Monitor and report on the progress and outcomes of strategy and policy implementation making recommendations for improvement
17. Work collaboratively across agencies and boundaries to improve health outcomes and reduce health inequalities
18. Build alliances and partnerships to plan and implement programmes and services that share goals and priorities
19. Collaborate to create new solutions to complex problems by promoting innovation and the sharing of ideas, practices, resources, leadership and learning
20. Connect communities, groups and individuals to local resources and services that support their health and wellbeing
21. Work in a commissioning based culture to improve health outcomes and reduce health inequalities
22. Support commissioning and/or provision of services and interventions in ways that involve service users and support community interests to achieve equitable person-centred delivery
23. Work within political and democratic systems and with a range of organisational cultures to improve health outcomes and reduce health inequalities
24. Operate within the decision making, administrative and reporting processes that support political and democratic systems

25. Help individuals and communities to have more control over decisions that affect them and promote health equity, equality and justice
26. Work within the legislative framework that underpins public service provision to maximise opportunities to promote and protect health and wellbeing

Delivery

27. Act with integrity, consistency and purpose, and continue my own personal development
28. Engage others, build relationships, manage conflict, encourage contribution and sustain commitment to deliver shared objectives
29. Adapt to change, manage uncertainty, solve problems and align clear goals with lines of accountability in complex and unpredictable environments
30. Communicate with others to improve health outcomes and reduce health inequalities, including delivery of complex information
31. Manage public perception and convey key messages using a range of media processes
32. Facilitate dialogue with groups and communities to improve health literacy and reduce inequalities using a range of tools and technologies
33. Apply the principles of social marketing and/or behavioural science to reach specific groups and communities with enabling information and ideas
34. Support the consultation process and listen to individuals, groups and communities likely to be affected by planned intervention or change
35. Participate in the design and management of programmes and projects to improve health and reduce inequalities
36. Scope programmes/projects, stating the case for investment, the aims, objectives and milestones
37. Identify stakeholders, agree requirements and project/programme schedules and identify how outputs and outcomes will be measured and communicated
38. Track and evaluate programme/project progress against schedule and regularly review quality assurance, risks and opportunities to realise benefits and outcomes

39. Prioritise and manage resources at a population /systems level to achieve equitable health outcomes and return on investment

Professional and Ethical

40. Understand and apply the principles underpinning public service

41. Adhere to professional codes of conduct, occupational membership codes, employer behaviour frameworks and practice standards

42. Ensure compliance with statutory legislation and practice requirements, including mandatory training

43. Promote ethical practice with an understanding of the ethical dilemmas that might be faced when promoting population health and reducing health inequalities

44. Identify and apply ethical frameworks when faced with difficult decisions when promoting the public's health and reducing health inequalities

45. To act in accordance with the Council's Constitution and other Codes of Conduct. To participate in staff development, appraisal and training as appropriate, including continuous professional development.

46. To comply with the Council's agreed policies and procedures including but not limited to Health and Safety, and Equal Opportunities Policies, General Data Protection Regulations, Freedom of Information Act, Financial Management Regulations and other relevant Council and Government Regulations, Directives and City-wide priorities.

47. To undertake any other tasks, duties and responsibilities as directed and appropriate to the grade and role of the post subject to any reasonable adjustments under the Disability Discrimination Act 1995 as incorporated into the Equality Act 2010.

48. To participate in the wider development of the service and contribute to service improvement as required.

49. Effectively manage and review allocated contracts to ensure the required level of performance and best value is achieved in line with the Council's key strategies; as appropriate and training provided.

50. Work with key stakeholders when required to effectively manage contracts to achieve the best outcome for the delivery of the Council's objectives; as appropriate and training provided.

51. City of Wolverhampton Council is committed to Corporate Parenting.

“Corporate Parenting is the collective responsibility of the Council to provide the best possible care and protection for children who are looked after.”

Effective Date:.....

Signature of Post Holder:.....

City of Wolverhampton Council

Personnel Specification

Job title: Senior Public Health Specialist

Factors	Essential	Desirable	How identified
Qualifications	<p>A relevant degree</p> <p>Or</p> <p>Significant public health knowledge and skills acquired through training, experience or qualifications</p>	<p>Masters in Public Health</p> <p>Registered Public Health Practitioner</p>	<p>Application</p> <p>Certificates</p>
Experience	<p>Input into commissioning processes including needs assessment and evaluation</p> <p>Chairing meetings</p> <p>Partnership working and maintaining productive working relationships over long periods of time</p> <p>Policy development and implementation</p> <p>Developing and delivering training and supporting junior colleagues</p> <p>Managing and facilitating change</p> <p>Engagement and consultation</p>	<p>Working in a Local Authority</p> <p>Financial and resource management</p>	<p>Application</p> <p>Certificates</p> <p>Interview</p>

Factors	Essential	Desirable	How identified
Special Knowledge/Skills	<p>Up to date knowledge of Public Health policy</p> <p>Thorough understanding of key Public Health principles in practice, e.g. equity, prevention, empowerment, evidence-based working, social marketing</p> <p>Highly numerate, with a good working knowledge of common epidemiological and statistical concepts and techniques</p> <p>Project management</p> <p>Excellent written and oral communication skills</p> <p>Able to synthesise complex information on a broad range of Public Health subjects for different audiences</p> <p>Critical appraisal of literature</p> <p>Synthesis, analysis and interpretation of health information and intelligence</p> <p>Extensive working knowledge of IT systems including Microsoft Office</p>		<p>Application</p> <p>Interview</p>

Factors	Essential	Desirable	How identified
	Ability to concentrate for long periods of time on complex information to produce reports		
Personal Qualities	<p>Act with authority and credibility as a subject matter expert in several topic areas</p> <p>Works under own initiative with little input from manager</p> <p>Strategic thinker</p> <p>Ability to manage multiple work streams and projects</p> <p>Commitment to Public Health ethos</p> <p>Able to produce innovative, creative solutions to complex problems</p>		<p>Application</p> <p>Interview</p>
Interests and Motivation Relevant to job	<p>Improving population health</p> <p>Reducing health inequalities</p>		<p>Application</p> <p>Interview</p>
Commitment	<p>Ability to work flexibly, including occasional evenings or weekends as necessary</p> <p>Ability to travel across the City if required</p>		<p>Application</p> <p>Interview</p>