 WOKINGHAM BOROUGH COUNCIL	Job Description		Job Reference
			712644
Job Title	Director of Public Health		
Service	HR&OD	Team	Public Health
Location	Shute End / Remote		
Reports to	Chief Executive Executive Director for Children, Adults and Health		
Responsible for	Public Health Consultants		
Salary	£123,062		Date
Contract	Full Time, 37 Hours per Week Permanent		November 2024
This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.			

Director of Public Health

Role overview

The Director of Public Health is the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such, the Director of Public Health is a statutory chief officer of the authority and 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. Section 73A(1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, gives the Director of Public Health responsibility for:

- all of their local authority's duties to improve public health
- any of the Secretary of State's public health protection or health improvement functions that s/he delegates to local authorities, either by arrangement or under regulations – these include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act
- exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health

- their local authority's role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders
- such other public health functions as the Secretary of State specifies in regulations
- producing an independent annual report on the health of local communities

In order to deliver their responsibilities on behalf of the residents of Wokingham the DPH will need to be a visible system leader in the health and wellbeing partnership arrangements. The DPH will be expected to use all the resources at their disposal to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities in Wokingham, to improve population and planetary health. Working with local communities, he/she should be able to inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities whilst at the same time maintaining the confidence of Councillors and government.

On behalf of Wokingham Borough Council, the post holder will:

- Support the Chief Executive and Councillors in developing and delivering the Council's strategic agenda.
- Be the chief officer and principal adviser on public health to the Council, local communities and local partners.
- Operate strategically as a member of the corporate management team and across the Council influencing policy and practice.
- Lead on improving the health and wellbeing of residents in line with the Council's vision, goals and objectives, which are underpinned by the statutory duty placed on local government.
- To commission, and or deliver services which are effective, value for money and meet quality standards.
- To act as a leader across the local system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and evaluation.
- Utilise the public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
- Accountable for both the shaping and delivery of the Health and Wellbeing agenda taking account of the national agenda and benchmarking (using the national outcomes frameworks; public health, NHS and social care).
- Deliver an independent annual report on the health and wellbeing of local communities for publication by Wokingham Borough Council, to stimulate debate and/or action by the Council and partners.
- The post holder will work closely with the Strategic Directors of Public Health (West Berkshire, Reading, Bracknell, Slough and RBWM) and the network of Consultants in Public Health across the Berkshire unitary authorities delivering programmes across a broader geography where appropriate.
- They will also be expected to lead and ensure the development and management of effective and mutually influential relationships with patients, service users, voluntary, community and faith organisations, communities public, media and other key influencers; ensuring their views are represented and appropriately considered in the decision-making processes.
- To propose and/or carry out other responsibilities as agreed by the Council, commensurate with the grade of the post and deputise for other Directors and the Chief Executive when required.

Scope of Role & key responsibilities

The fundamental purpose of the postholder is to provide the leadership to drive improvements in the health and wellbeing of the residents of Wokingham Borough Council to reduce inequalities in health outcomes and working in collaboration with UKHSA to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards. In delivering the key responsibilities described below, the postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies. In delivering the responsibilities outlined above, the postholder and his/her team will undertake the following tasks:

- To deliver a programme of work to improve the health and care of the whole population of the Wokingham Borough.
- To work closely with political leaders to ensure that programmes and options and decisions are well informed and are appropriately evidence and data driven as well as clinically and politically led.
- Collaboratively developing and embedding effective working arrangements with the political leadership of the Council including but not limited to the effective operation of the Health and Wellbeing Board.
- Ensure as a core member of the Health and Wellbeing Board and in partnership with the wider Wokingham Borough Council, partners and the public, the development of plans to enable local communities to become healthy, sustainable and cohesive.
- To drive and embed the shift to a genuinely health and wellbeing outcomes across the Council; and the movement to a place based, preventative, strategic, outcomes based and asset/strength-based approach; supporting the achievement of local objectives and meeting external standards and requirements.
- Delivery of a system to support surveillance, monitoring and evaluation of health and wellbeing and inequalities in health outcomes of local communities (including an easily accessible Joint Strategic Needs Assessment System)
- Ensure all activity undertaken by the Council takes account of both, the need to reduce inequalities as well as the requirements of the Equality and Diversity Act.
- To ensure scientific principles are applied to assessing need, exploring interventions, and assessing progress of the Council's strategic agenda.
- Ensure a programme of action (both within and outwith the Council) to impact on the wider determinants of health that will promote improvements in health and wellbeing of local communities and reduction in health inequalities.
- Provide assurance that the health protection system for local communities is fit for purpose.
- To work closely with Directors responsible for people (children, vulnerable communities and older people) to ensure to develop, implement and maintain a "fit for purpose" integrated strategy which meets the needs of local communities and is cogent with the national approach.
- Collaborate across organisational boundaries to ensure communities in Wokingham benefit from population health and care programmes.
- To take responsibility for a range of public health issues and work across organisational and professional boundaries acting as a change agent managing complexity to deliver improvements in health and wellbeing outcomes.
- To advise Elected Members and Directors in respect of Health and Wellbeing and Integration and engage with partners in the promotion, communication and delivery of services.

Public Health Specific Accountabilities

- To be an advocate for improving health and wellbeing and reducing health inequalities.
- To advise Wokingham Borough Council on its statutory and professional public health obligations.
- To take responsibility for the oversight of Wokingham Borough Council's public health services, with professional responsibility and accountability for these services' effectiveness, availability and value for money.
- Work with the UKHSA Centre and NHS England to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards.
- Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in Wokingham and reduce health inequalities.
- Ensure that the Council has implemented its EPRR responsibilities and through Co-chairing of the Local Health resilience Forum, that partner organisations (UKHSA, OHID, NHS England and the ICSs) have delivered their EPRR responsibilities.
- Work in partnership with ICSs and Directors of Social care to take responsibility for Population Health and Care; including oversight and promoting population coverage of immunisation and screening programmes.
- Provide public health advice (the core offer) to ICSs supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.
- To influence and provide expert public health support and whole system leadership to ensure an evidence-based approach 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 KPIs.
- Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities.

Partnership

- To identify and work with key partners in considering how to respond to local priorities and meet the health and wellbeing challenges and needs of the people in the borough.
- To lead on the work with Strategic Partnership Groups and Integrated Care system Partners to deliver relevant strategies and priorities.
- To create and maintain effective stakeholder relationships with a wide range of Voluntary & Community Sector services.
- To ensure a voice of the customer is at the centre of all the department's functions and operations.
- To support, lead and participate in a variety of governance and involvement structures that support the delivery of the above.
- To role model and "shift" the relationships with wider partners, providers, communities, patients and customers, and staff towards inclusivity and collaboration in objective setting, planning and delivery.

Resource Management

- To ensure that the public health grant is spent in accordance with the conditions set and complying with the year-end statement of assurance as set out in the relevant annual grant circular.
- To manage Council resources (people, property, information and finance) imaginatively and efficiently.

- Manage public health staff and ensure that they are able to influence in such a way as to ensure health and wellbeing in its fullest sense is central to Wokingham Borough Council.

Commissioning

- To provide strategic leadership for the commissioning of specified public health, services and initiatives creating a healthy population of residents and healthy communities within which they live.
- To strategically lead commissioning of public health services across the whole cycle; including needs and strength-based assessment, evidence, outcomes based objective setting, strategic planning, relationship development, market shaping and development, procurement; and quality assurance, performance review and accountability.
- To manage and report on joint and aligned commissioning budgets; seeking maximum value in terms of financial efficiency, outcomes, experience and social value, decommissioning where appropriate, and operating within allocated resources.
- Ensure services for improving health and wellbeing of local communities are commissioned within the Council policy for procurement and monitoring system and are responsive to the needs of the communities in Wokingham Borough and over time.
- To set the framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
- To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

Advocacy

- Develop a constructive relationship with the media and the public, within the context of the Council Communications policy.
- To lead, contribute to, or advise on a range of strategic forums across Berkshire relevant to the further development of integrated health and social care and health and wellbeing of residents.
- To use the Faculty of Public Health, the LGA, the ADsPH, UKHSA and other channels to advocate for the public's health.

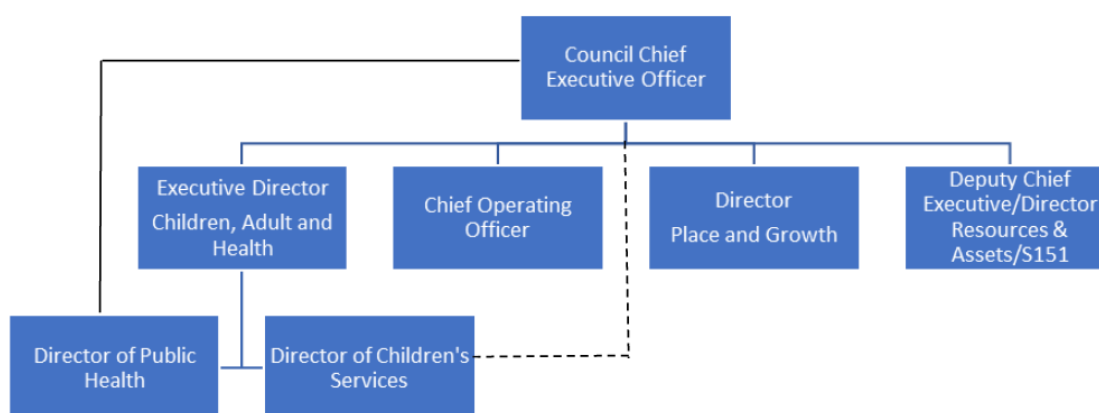
Workforce Development and Academic Public Health

- To be a training lead and educational supervisor for Public Health registrars on placement within Wokingham
- To lead on initiatives to develop the Public Health workforce in Wokingham through continuous professional development, workforce wellbeing and career progression.
- To provide 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.
- To champion a culture of attainment, continuous improvement, innovation and inclusion
- To add an academic perspective to all public health work undertaken; to be able to critically appraise evidence to inform policy and practice, to identify evidence gaps with strategies to address these gaps.
- To undertake research activities of a standard that is publishable in peer reviewed journals.
- To champion and lead in teaching and learning across all areas of public health practice.

The Director of Public Health will:

- 1 Professionally accountable to the Council (and the OHID/DHSC Regional Director of Public Health) and managerially to Chief Executive and Executive Director of Adults, Children and Health of Wokingham Borough Council.
- 2 Manage a team of approximately 25 staff (including trainees) with line management of all consultants of Public Health and Heads of Service where appropriate.
- 3 Manage budgets from the Public Health grant (approximately £5.9 million) and other grant funding as appropriate.
- 4 Be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements.
- 5 Ensure appropriate management and support for Specialty Registrars (in Public Health).

Organisation Chart



Appendix 1: 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. 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.

Appendix 2: Person specification (Director of Public Health, Wokingham Borough Council)

Competencies and other requirements

Behaviours	Recruitment and selection
<p>Leadership Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the and consistent with Government policy and takes account of social and economic trends. This is about role modelling through their own actions the types of behaviours expected of others in creating a high performing public health culture.</p> <ul style="list-style-type: none">• Developing an effective PH team with appropriate skill mix to enable the Authority to deliver its full range of PH responsibilities• Developing effective relationships with elected members to ensure a coherent PH vision and operational plan• Work with fellow directors to enable/ensure public health perspective/principles underpin all aspects of LA delivery• Work with communities and media to ensure needs of local communities are made explicit and addressed by the H&WB• Deliver the independent report of the DPH in such a way as to compel all members of the H&WB to take action	CV and Interview
<p>Community and population focus It means working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals. This is seen by:</p> <ul style="list-style-type: none">• Actively seeking to understand the communities that are served and promoting and demonstrating an active commitment to meet their needs• Setting new standards for innovation in commissioning and delivery of services that anticipate and exceed expectations• Engaging with a wide range of stakeholders and partners to gather and evaluate information and make collaborative judgements and decisions• Making timely and where needed, difficult decisions for the benefit of the people of Wokingham.	Application form Interview

<p>Results Focus</p> <p>Co-development of a model of health with local stakeholders (including local communities) and the metrics to support; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework.</p> <p>This is seen by:</p> <ul style="list-style-type: none"> • Acknowledging and working with ambiguity and complexity, making significant decisions where no precedents exist • Ensuring a best practice performance culture is developed and sustained • Setting, communicating and monitoring stretching organisational objectives and objectives • Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them • Formulating risk management plans and creating a positive health and safety culture 	Interview
<p>Improvement and Change</p> <p>Developing and sustaining a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance. This is seen by:</p> <ul style="list-style-type: none"> • Taking risks and moving into uncharted territory while taking accountability for results and failures • Welcoming the inevitable mistakes as part of the creative process • Suggesting the unthinkable to stimulate alternate ways of thinking • Focusing team performance on the achievement of outcomes that will maximise the resources available • Finding new ways of securing or deploying significant amounts of financial resource to meet new objectives • Advocating and role modelling the use of evaluation techniques to support innovation 	Interview
<p>People Development</p> <p>Knowing and managing the strategic talent requirements for the organisation. It is about promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers. This is seen by:</p> <ul style="list-style-type: none"> • Holding direct reports accountable for people development generally and specifically for releasing high performers for personal development • Articulating the many long-term benefits of talent management and developing the talent pools required for succession • Ensuring comprehensive workforce plans are in place 	Application form Interview

Functional competencies <ul style="list-style-type: none"> • Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice. • Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. Provides advice on the more complex instances 	Application form Interview
<ul style="list-style-type: none"> • Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness 	Application form Interview
<ul style="list-style-type: none"> • Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments 	Application form Interview
<ul style="list-style-type: none"> • Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams. 	Application form
Qualifications The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk) <ul style="list-style-type: none"> • 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 • <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> • Public health specialty registrar applicants who are not yet on the GMC Specialist Register, GDC Specialist List in dental public health or UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview. • 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 • MFPH by examination, by exemption or by assessment, or equivalent 	Recruitment and selection Application form
<ul style="list-style-type: none"> • Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body 	Application form
Knowledge, experience and skills	
<ul style="list-style-type: none"> • Understanding of NHS and local government cultures, structures and policies 	Interview

<ul style="list-style-type: none"> • Understanding of social and political environment 	Interview
<ul style="list-style-type: none"> • Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media 	Application form Interview
<ul style="list-style-type: none"> • Practical experience in facilitating change 	Application form Interview
<ul style="list-style-type: none"> • Budget management skills 	Application form
<ul style="list-style-type: none"> • Understanding of the public sector duty and the inequality duty and their application to public health practice 	Application form Interview
<ul style="list-style-type: none"> • The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle 	Application form
<ul style="list-style-type: none"> • This position is subject to a criminal records disclosure check 	YES
<ul style="list-style-type: none"> • This is a politically restrictive position 	YES