



## Job Description

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.

Post Details	
Job Title	Director of Public Health
Job Reference	712644
Service	Public Health
Team	Covering the whole of public health
Location	Shute End, Wokingham, Berkshire
Worker Style	Hybrid - Remote working with office attendance as and when required
Reports to	Executive Director for Children, Adults and Health
Grade	Spot Salary
Contract Type	Permanent
Hours	Full time

Main Accountabilities	
1.	<p>To deliver a programme of work to improve the health and care of the whole population of the Wokingham Borough.</p> <ul style="list-style-type: none"><li>• 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.</li><li>• 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. Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.</li><li>• 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.</li><li>• 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.</li><li>• 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)</li><li>• 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.</li></ul>





	<ul style="list-style-type: none"> <li>• To ensure scientific principles are applied to assessing need, exploring interventions, and assessing progress of the Council’s strategic agenda.</li> <li>• Ensure a programme of action (both within and outside 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.</li> <li>• Provide assurance that the health protection system for local communities is fit for purpose.</li> <li>• 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.</li> <li>• Collaborate across organisational boundaries to ensure communities in Wokingham benefit from population health and care programmes.</li> <li>• 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.</li> <li>• 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.</li> </ul>
2.	<p><b>Public Health Specific Accountabilities</b></p> <ul style="list-style-type: none"> <li>• To be an advocate for improving health and wellbeing and reducing health inequalities.</li> <li>• To advise Wokingham Borough Council on its statutory and professional public health obligations.</li> <li>• 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.</li> <li>• 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.</li> <li>• Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in Wokingham and reduce health inequalities.</li> <li>• Ensure that the Council has implemented its EPRR responsibilities and through active engagement with the Local Health resilience Forum, that partner organisations (UKHSA, OHID, NHS England and the ICSs) have delivered their EPRR responsibilities.</li> <li>• 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.</li> <li>• Provide public health advice (the core offer) to ICSs supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.</li> <li>• 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 Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn’t require to be sent via secure methods. will include expertise in evaluation and development of appropriate KPIs.</li> <li>• Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities.</li> </ul>
3.	<p><b>Partnership</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• To lead on the work with Strategic Partnership Groups and Integrated Care system Partners to deliver relevant strategies and priorities.</li> </ul>





	<ul style="list-style-type: none"> <li>• To create and maintain effective stakeholder relationships with a wide range of Voluntary &amp; Community Sector services.</li> <li>• 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.</li> <li>• 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.</li> </ul>
4.	<p><b>Resource Management</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• To manage Council resources (people, property, information and finance) imaginatively and efficiently.</li> <li>• 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</li> </ul>
5.	<p><b>Commissioning</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.</li> </ul>
6.	<p><b>Workforce Development and Academic Public Health</b></p> <ul style="list-style-type: none"> <li>• To be a training lead and educational supervisor for Public Health registrars on placement within Wokingham (Berkshire West)</li> <li>• To lead on initiatives to develop the Public Health workforce in Wokingham (Berkshire West) through continuous professional development, workforce wellbeing and career progression.</li> <li>• To provide the key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information.</li> <li>• 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.</li> <li>• To champion a culture of attainment, continuous improvement, innovation and inclusion</li> <li>• 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.</li> <li>• To undertake research activities of a standard that is publishable in peer reviewed journals.</li> <li>• To champion and lead in teaching and learning across all areas of public health practice.</li> </ul>





**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. 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 role 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. These will include but are not limited to

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.

Contribute actively to the training programme for Foundation Year Doctors / Specialty Registrars in Public Health and LAs management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality in agreement with the DPH, becoming an Educational Supervisor.

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. In agreement with the DPH, contribute to the wider the public health professional system by becoming an appraiser or practitioner appraiser for a specified period of time.

In agreement with the DPH contribute as an appraiser or practitioner appraiser to the professional appraisal system.

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.

Contribute to medical professional leadership within the health system.

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.

Public health practice must be carried out within the ethical framework of the health professions.

The post-holder will be expected to maintain effective, courageous, and responsible public health advocacy.





In addition to the above the postholder will receive a job plan, in advance of taking up the post and the job plan will be reviewed as part of the annual job planning process.

## Person Specification

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

### Essential Criteria

Assessed  
By:

<b>Education/Qualifications</b>	
Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)	D
<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>	D
Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List 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 in the GMC/GDC/UKPHR specialist registers <i>[see shortlisting notes below for additional guidance]</i>	D
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 <i>[see shortlisting notes below for additional guidance]</i>	D
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	I
MFPH by examination, by exemption or by assessment	D





<b>Personal qualities</b>	
Able to influence senior members including directors and CEOs	I
Able to work with political members and a variety of external and internal partners to manage competing priorities	I
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	I
Commitment to work within a political system irrespective of personal political affiliations	I
<b>Experience</b>	
Significant senior level experience and insight within the public sector with a strategic leadership role	I
Delivery of successful change management programmes across organisational boundaries	A
Experience of using complex information to explain public health issues to a range of audiences	A
<b>Skills</b>	
Strategic thinker with proven leadership skills with political and operational acumen	I/A
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	I/A
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	I/A
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	A
Ability to design, develop, interpret and implement strategies and policies	A
<b>Knowledge</b>	
In depth understanding of the health and care system and the relationships with both local national government	I
In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice	A
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	I
Understanding of the public sector duty and the inequality duty and their application to public health practice	A





This is a Politically Restricted Post		
<b>Desirable Criteria</b>		Assessed By:
<b>Education / Qualifications</b>		
Master's in Public Health or equivalent		D
<b>Experience</b>		
Media experience demonstrating delivery of effective health behaviour or health promotion messages		I

Purpose Details	
<b>Service Purpose</b>	<p>The central aim of the Public Health department in Wokingham is to improve the health of local residents, reduce avoidable differences in health and to support residents to make positive health choices. This includes working to protect the health of residents from communicable diseases.</p> <p>Within Wokingham Borough Council the Public Health Team play a key role within and for the Council, working in partnership with colleagues and partner agencies to improve health and wellbeing through the development, implementation and coordination of public health work based on local health need.</p>
<b>Role Purpose</b>	<p>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:</p> <ul style="list-style-type: none"> <li>• all of their local authority's duties to improve public health.</li> <li>• 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.</li> <li>• exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health.</li> <li>• 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.</li> <li>• such other public health functions as the Secretary of State specifies in regulations</li> </ul> <p>The post holder will be expected to work with elected members and the executive team. They will also be expected to lead and improve services or environments, able to influence across the health and social care system, as well as advocate for change effectively so as to improve health outcomes.</p> <p>The post holder will also work with Directors and Consultants in Public Health and other Thames Valley ICB colleagues to maximise opportunities to improve health and reduced inequalities through the NHS.</p>





<b>Corporate Parenting</b>	You will champion the principles of corporate parenting by embedding its ethos in all aspects of service delivery, ensuring decisions and actions consistently reflect the responsibility to act as a corporate parent to children in care and care leavers, and actively contribute to shaping and implementing the wider corporate parenting strategy.
----------------------------	--

### Supervision and Relationships

<b>Supervision Received</b>	From the Executive Director for Childrens, Adult and Health
<b>Supervision Given</b>	Manage a team of approximately 25 staff (including trainees) with line management of all consultants of Public Health and Heads of Service where appropriate. Ensure appropriate management and support for Specialty Registrars (in Public Health).
<b>Contacts</b>	Professionally accountable to the Council and the OHID/DHSC Regional Director of Public Health and managerially to Chief Executive and Director of Adults and Health of Wokingham Borough Council. To work with staff at all levels across WBC and partnership organisations including ICS, RBH, University of Reading and BHFT including senior management and elected members.

### Resources/Budget Management

The post holder will support the Director in managing the whole of the Directorate resource. This will include the PH grant allocation (for 2025/26 this was £6.4m) as well as addition grants received by the Directorate. The post holder will also support the Director in ensuring appropriate grant governance.

### Special Requirements

Politically Restricted Post  
The post is hybrid and will require regular attendance at Wokingham Borough Council offices and other venues as necessary. As the most senior person in the authority for health and wellbeing, out of ours work and flexibility will be required.

### Occupational Health Risk Assessment

Occupational Health Risk Assessment	Details
Skin/Respiratory Sensitisers	N
Working at Height	N
Exposure to Noise (>80-85dB)	N
Confined Spaces	N
Frequent Display Screen Equipment Use	Y





Driving for Work	Y
Hand Arm Vibration	N
Lone Working	N
Healthcare/Social Contact with Patients	N
Blood Borne Viruses Exposure	N
Food Handling	N
Working with Animals	N
Specialised Medical Screening	N
Night Working	N
Safety Critical Work	N

Nature of the Role	Details
Healthcare or Hospital Work	N
Working with Children (under 18)	N
Working with Elderly/Disabled Adults	N
Work Environment Details	Hybrid working with attendance at a variety of settings as required

Role Involvement	Details
Working with Children	N
Working with Vulnerable Adults	N
Both of the Above	N
Providing Care/Supervision for Children	N
Providing Care/Supervision for Vulnerable Adults	N
Both of the Above	N
None of the Above	Y

Disclosure and Barring Service (DBS)	Details
DBS Requirement	Basic DBS required





Eligibility Tool	Find out which DBS check is right for your employee - GOV.UK ( <a href="#">Find out which DBS check is right for your employee - GOV.UK</a> )
------------------	--

<b>Re-checks</b>

<b>Evaluation Declaration</b>	
Date of Evaluation:	February 2026
Evaluated by:	Sally Halliwell, Head of HR and OD

