

Northumberland County Council

JOB DESCRIPTION

Post Title: Senior Manager Public Health		Director/Service/Sector: Director of Public Health		Office Use
Band: 12		Workplace: County Hall		JE ref:
Responsible to: Director of Public Health (will be expected to deputise for DPH)		Date: December 2014	Manager Level:	HRMS ref:
Resources	Staff	Direct reports within public health service - up to 5 public health staff and managers- including matrix management of support staff, administrators and analysts on specified work programmes.		
	Client side management of outsourced services	In order to ensure service delivery through contract management, responsible for providing regular specialist advice, support, guidance and training, and performance monitoring for staff delivering services in 73 community pharmacies, 48 GP practices, services in up to 4 hospital trusts, e.g. health visiting, school nursing services, health promotion services, smoking cessation services, drug and alcohol services and integrated sexual health service within the county and neighbouring authorities (up to 500 staff).		
	Finance	Management of budget of up to £5 million. Individual contract budgets of up to £2.5m.		
Job Purpose: To support the Director of Public Health in delivering the corporate vision for Northumberland as articulated in the Sustainable Community Strategy, the Corporate Plan and the Health and Wellbeing Strategy. To provide public health strategic leadership, advice and support on agreed key public health policy areas for Northumberland County Council and with other key partners and partnerships.				
<p>This is a senior public health commissioning role, to strategically lead and deliver commissioning functions across a portfolio, to ensure services are cost effective, of the highest quality and improve outcomes and transform well-being for the residents of Northumberland.</p> <p>The post-holder will lead and manage the planning, strategic commissioning, review, development, performance monitoring and quality assurance processes related to the commissioning of public health services. The post holder will develop and deliver strategic commissioning plans for public health services that have synergy with local and national drivers, and are based on the needs and aspirations of the people of Northumberland, whilst ensuring that clear aims and objectives are linked to performance indicators and targets. Commissioning plans will be aligned to long term financial plans, dealing with multi-agency partners/organisations, to jointly support the redesign and transformation of public health services.</p> <p>The post-holder will be responsible for strategic reviews of commissioned services, performance management of contracts, and redesign of pathways and systems of care in order to make improvements across health and wellbeing. They will lead the development of evidence based service specifications for clinical and social public health services, and through the implementation of systems for performance monitoring and quality assurance. The role will contribute to the reduction of health inequalities, ensuring that service provision is equitable, appropriate and accessible, with the overall aim of improving the health and well-being of all residents in Northumberland.</p>				
Scope: The post holder will be a senior member of the Northumberland County Council public health service, expected to deliver on a range of NCC corporate objectives relating to the overall health and wellbeing of the population within Northumberland. This role will require the post-holder to have in depth diverse expertise, and be an experienced senior manager, skilled at operating within and across large complex organisations. The post-holder will lead the development and delivery of specific corporate strategies in partnership with a range of professionals and agencies. S/he will ensure that relevant public health strategies, programmes and work-stream action plans are implemented, and will be accountable for achieving NCC targets and public health outcomes.				

This post requires high level, transferable, public health specialist knowledge and skills. The post holder would be expected to be able to work across all aspects of public health, health improvement, health protection and healthcare quality. The post holder will be expected to take part in the public health on call rota (in hours). In addition to these generic responsibilities, this post holder will be responsible for a specific portfolio. Portfolios within the team may be changed on a temporary or permanent basis according to the needs of the service.

Duties and key result areas:

Surveillance, assessment population health (analysing, interpreting information. Knowledge and statistics)

- Provides expert public health leadership, including assessment of population health needs, health inequalities, health impact assessment and identification of areas for action.
- To receive, interpret and present epidemiological and statistical information in agreed key policy areas to appropriate groups and organisations to inform evidence based decision making and commissioning of public health services and programmes which will have a positive impact on the health of the Northumberland population.
- To produce board level reports on the health of the population of Northumberland in agreed key public health policy areas and to contribute to other strategic reports.

Policy and strategy development and implementation

- Provides strategic leadership and advice to support the development and implementation of public health policies and strategies in agreed areas based on the identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.
- To work with key health sector organisations and other statutory and voluntary sector organisations to lead the development and implementation of strategies, action plans and services to meet specified public health and health service targets, in line with government guidance.
- Provides support to the CCG and local health service providers as required, with regard to the Public Health Core Offer and service reviews, to ensure Health Care Quality and Health Improvement.
- Leads strategy negotiation, development and implementation for portfolio areas outlined, including interpretation of National Institute for Healthcare and Clinical Excellence guidelines, policy and statutory guidelines.

Strategic leadership for health

- Leads relevant networks within the portfolio area to empower clinicians and multi-agency stakeholders to transform public health services and outcomes for the health and well-being of all residents in Northumberland.
- Leads on the building of partnerships to improve health and reduce health inequalities with relevant bodies.
- Raises awareness of the contribution of public health skills and knowledge in the local health community, including within and across the local authority, the NHS and voluntary sector.
- Provides expert public health leadership and advice to NCC Boards and to other boards within the county or across the region and to the media.
- Leads on the development and implementation of public health programmes in partnership with a range of individuals and agencies.

- Leads clinical service reviews relevant to public health, including delivery of elements of the 'core offer' to the CCG.
- Leads the development of public health capacity and raises awareness of public health skills and knowledge across the local health community, and the third sector, for key policy or portfolio areas.

Clinical governance, quality and risk management

- Ensure that clinical governance, quality and risk management are represented in specialist portfolio work-stream programmes and action plans and that approaches are based upon evidence, needs assessment, equity and value for money, maintaining appropriate levels of controls assurance.
- Ensures the quality of service, including evaluation of effectiveness of healthcare provision, together with the development of appropriate health outcome measures e.g. health equity audit across lead portfolio areas.

Health Protection

- Takes part in emergency planning and contributes to the surveillance and overview of screening and immunisation for Northumberland residents.

Commissioning and service development

- Responsible for the development, commissioning, procurement, reprocurement and contracting cycle for a range of Public Health Services.
- Responsible for the writing of contract specifications and tender documents in relation to the commissioning of public health services/ initiatives/projects.
- Leads public health service review, performance, and evaluation.
- Develops commissioning strategies that anticipate trends, contain appraisals of whole life costs which are developed within the context of local, regional, national and international developments and policies.
- Maintains close working with partner organisations to ensure commissioning strategies utilise and make effective use of the total available resources

Performance management

- Leads on the development, implementation and monitoring of quality and performance specifications/management frameworks with provider organisations.
- Develops strategies which support the delivery of high quality services and where appropriate de-commissioning and service re-design for public health services across the County, along with leading major tenders and procurement processes.
- Is accountable for delivery of key performance targets and indicators. Leads on setting local targets for portfolio areas. Monitors performance of public health service contracts and leads action where necessary, some of which are nationally mandated services.

Collaborative working & partnership development

- Leads the development and delivery of short/long term public health strategic plans to meet local needs and implement government policy in Northumberland through the Health and Wellbeing Board, in agreed key policy areas.
- Leads on the development and delivery of short and long term strategic plans and local initiatives which involve a range of partners, and disseminate learning and effective practice across partners in other areas.
- Engages and works with senior executives, managers and staff across a range of agencies in assessing health needs and addressing health inequalities.

- Supports the consultant in public health with input into Serious Case Reviews where these relate to commissioned public health services within the portfolio of the postholder.
- Directs and supports effective community development activity and ensures the continuation of dialogue with the public, local community groups, and staff across agencies in the statutory, non-statutory and private sector, to help build healthier communities and neighbourhoods in line with local targets and priorities in relation to the implementation of the strategic plan.
- Leads and supports the development of strong links between public health, and other statutory and non-statutory organisations, key stakeholders with an influence on health, wellbeing and their determinants and influences roles of key delivery staff across sectors in order to optimise resource utilisation for greatest health gain.

Working with and for communities

- Takes a leadership role in specified areas with local communities in helping them to take action to tackle longstanding and widening health inequality issues, ensuring community development approaches as appropriate.
- Ensures appropriate and effective community involvement takes place with regard to all the programmes being developed.

Promoting and protecting population health and reducing health inequalities

- Leads on the development, coordination and implementation of programmes and initiatives in specific areas to achieve local targets for the improvement of health and reduction of health inequalities.
- Ensures effective implementation of health improvement and inequalities action plans.

Research and Development

- Works with key personnel with the Service, local authority and CCG to develop the information base essential for needs assessment and service evaluation.
- Analyses and evaluates qualitative and quantitative data and research evidence from a variety of sources in relation to key public health policy areas and to make evidence-based recommendations for action.
- Establishes links with academic centres as appropriate including the North East Public Health Observatory and PHINE and other relevant bodies to ensure that the work of the organisation is based on sound research and evidence.
- Undertakes and/or commissions research and development projects and studies where a need has been identified in agreed key public health policy areas.
- Leads on, and participates in research and development / monitoring and evaluation for portfolio topic areas.
- Ensures that work is based on a sound research and evidence base.
- Disseminates findings through highly skilled presentation at conferences, events and meetings, using a range of media.

Workforce development and public health capacity building

- Participates in education sessions and project supervision for national public health trainees assigned to the department.
- Develops and shapes public health practice, to motivate and encourage others to meet public health priorities and outcomes.

- Identifies public health development needs of staff across health, social care and the third sector. Identifies and initiates strategies and programmes to meet those development needs.
- Leads on the dissemination and sharing of specialist public health skills and knowledge across agencies and sectors.
- Provides professional advice on public health nursing matters and children safeguarding

The job description will be subject to review in consultation with the post holder in the light of the needs of the NCC public health service and the development of the speciality of public health and any wider developments in the field of public health.

Professional obligations

The post holder will be expected to:

- Participate in the organisation's staff appraisal scheme (including CPD to demonstrate levels of public health competence) and ensure appraisal and development of any staff for which s/he is responsible.
- Undertake necessary steps to become and/or maintain practitioner registration in accordance with any recognised body as appropriate.

Work Arrangements

Needs to be able to travel within the county and regionally (NE). Occasional national travel may be required.

Normal 37 hour working week but there will be an expectation of a flexible approach to achieve key deliverables.

Light physical effort for short periods.

Frequent prolonged concentration, and conflicting demands, work pattern unpredictable. Occasional distressing conditions or emotional circumstances.

PERSON SPECIFICATION

Post Title: Senior Manager Public Health		Director/Service/Sector: Director of Public Health	Ref:
Essential	Desirable		Assess by
Knowledge and Qualifications			
<p>Graduate in relevant discipline e.g. health, education, behavioural or social sciences or Appropriate professional registration i.e. Registered General Nurse.</p> <p>Additional specialist post graduate knowledge and practice in areas of public health.</p> <p>Masters degree in public health e.g. MSc/MPH or equivalent</p> <p>Advanced knowledge of issues and expertise relating to portfolio areas.</p> <p>Detailed knowledge and understanding of commissioning processes in highly complex multi-agency environments including: health needs assessment, process mapping and gap analysis, service model development, role redesign, procurement, contract and performance management, shaping supply.</p> <p>Additional relevant training in health protection.</p> <p>Research experience and leadership.</p> <p>In depth diverse expertise in public health underpinned by high level theory, specialist knowledge and practice.</p> <p>Detailed knowledge of the NHS and understanding of the social and political environment in relation to health, and health inequalities.</p>		<p>Membership of the Faculty of Public Health</p> <p>Registration as a Public Health Practitioner with UKPHR (or working towards)</p>	<p>All by a, i r</p>
Experience			
<p>Significant managerial experience working at a senior level in public health in the NHS, local authority or similar.</p> <p>Successful experience of strategic planning, commissioning, contracting and performance monitoring of public health services</p> <p>Recent successful experience of managing, appraising and developing staff and tackling poor performance.</p> <p>Proven experience of undertaking service reviews, health impact assessments, health needs assessments, health equality audits and implementing findings or developing new care pathways alongside experience of negotiation and monitoring of contracts.</p>			<p>amid, r</p>

<p>Proven track record of developing commissioning strategies and successfully commissioning services.</p> <p>Experience of managing complex and multi-organisational projects, demonstrating time and resource management and the ability to deliver against outcomes.</p> <p>Experience of comprehensive analysis and interpretation of complex health data and information and its use to inform service provision and re-design</p> <p>Experience of the principles and practice of public health, epidemiology and statistics, health economics and health care evaluation</p> <p>Experience of managing resources (people/time/money).</p> <p>Experience in leadership of interagency working involving integration across functions and/or services e.g. council and associated organisations or partnerships to Board level.</p>		
Skills and competencies		
<p>Must possess the 4 core competences from the Faculty of Public Health Skills Framework for Public Health, which are:</p> <ol style="list-style-type: none"> 1. Surveillance and assessment of the population's health and wellbeing 2. Assessing the evidence of effectiveness of interventions, programmes and services to improve population health and wellbeing 3. Policy and corporate strategy development and implementation for population health and wellbeing 4. Leadership and collaborative working across agencies for population health and wellbeing <p>Plus:</p> <p>Ability to provide high level analysis, interpretation and comparison of a range of options based on policy and evidence.</p> <p>Highly developed analytical skills utilised in monitoring and evaluating public health programmes.</p> <p>Effective staff management skills with a proven ability to manage conflict situations and /or poor performance appropriately using the full range of corporate procedures.</p> <p>Ability to plan and organise a broad range of complex activities; formulate, adjust plans or strategies/formulate long-term, strategic plans, involving uncertainty, which may impact across the whole organisation and to partners.</p>		<p>All by a, i, r</p>

<p>Ability to influence, motivate and support senior decision makers, to adopt policies and courses of action, to executive level within and outwith NCC, sometimes in a challenging or hostile environment.</p> <p>Highly developed understanding of social and political environment.</p> <p>Knowledge of methods of developing evidence-based clinical quality assurance and evidence-based clinical practice.</p> <p>Ability to negotiate at all levels to achieve corporate objectives.</p> <p>Outstanding oral and written communication skills.</p> <p>Advanced presentation skills including the ability to present complex, sensitive or contentious information to large groups to Board level, and non-specialists.</p> <p>Advanced literature and information searching, research and development skills, to establish the evidence base of policy and interventions. Including detailed investigation of many sources</p> <p>Ability to travel, locally within the NE region and occasionally nationally.</p>	Car driver	
Personal Attributes		
<p>Self-aware and confident, able to operate comfortably at board level, when required to do so. Able to command the respect of senior officers and executives with NCC and partner agencies.</p> <p>Strong commitment to public health principles and practice.</p> <p>Very highly developed skills of negotiation and persuasion, and the ability to influence at Board level across agencies.</p> <p>Able to prioritise a heavy workload, with conflicting and shifting deadlines, constant interruptions, and respond to emergencies and urgent requests.</p> <p>Able to work well against a background of change and uncertainty.</p> <p>Able to act with autonomy, minimal direction and minimal guidance, sometimes in a challenging or hostile environment.</p> <p>Ability to use wide discretion and initiative over a broad area to act independently.</p> <p>Ability to cope with significant emotional demands.</p>		All by a, i, r

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits

