



Job Profile

Public Health Advanced Practitioner Grade N

Group:	Public Health and Wellbeing (PHWB)
Service:	Public Health
Location:	Civic Centre
Line Manager:	PHWB Service Director/s

Job Purpose

The post holder will take a lead role in the Public Health team in developing local public health programmes in partnership with other Council services and external stakeholders to reduce health inequalities and improve health and wellbeing. They will ensure the widest possible participation in the public health agenda and support the development and delivery of strategic council objectives. They will take lead responsibility for a range of activities across the Public Health team's core functions and in response to the COVID-19 pandemic. They will combine this with a professional role across programme leads, supporting our approach to Health in all Policies, Health at Work and public health input to the Council's Thrive strategy, working with the Director of Public Health, Consultants, Programme Leads and wider stakeholders. The focus will be on policy and strategy but will also include work on quality assurance, performance management, and continuing professional development. The post holder will identify local population needs, use evidence-based interventions, interpret and influence national and local policy to inform and develop strategy and commissioning in Gateshead.

The key roles of this post will include:

a. Policy and Strategy.

This will include:

- Leading the development and implementation of local and national public health strategy and policy in Gateshead to improve health and tackle inequalities;
- Developing a health in all policies approach, working with programme leads and colleagues across the Council to secure alignment of public health objectives with service plans, influencing the use of Council and partner resources;
- Supporting the Thrive agenda, including our direct work with local communities, co-ordinating, drawing in and supporting other team members as necessary
- Reviewing emerging evidence of effectiveness and best practice and working with colleagues to ensure local delivery is in line with this;
- Establish local intelligence on the health needs of Gateshead population, lead on the development and updating of health needs assessments;



- Ensuring public health priorities are delivered against evidence-based intelligence and guidance, and utilising equity audit and health needs assessment;
- Acting in an expert advisory capacity, utilising information and evidence and lead a range of professionals, groups, sectors and settings on standards and practice, across a range of levels, including behaviour change theories, concepts and models in support of individual and/or population health;
- Undertaking, leading and commissioning research and development to ensure evidenced based public health practice, appropriate and safe service delivery models and improved health outcomes;
- Contributing to the development and maintenance of the Joint Strategic Needs Assessment.

b. Partnerships, advocating and collaborative working for public health

This will include:

- Ensuring the public health agenda is developed and delivered with full engagement of stakeholders and local communities, including Council colleagues, the Clinical Commissioning Group (CCG), Voluntary and Community Sector organisations, and other parts of the Gateshead system;
- Contributing to the development and delivery of the broader programme of public health including health improvement, health protection and healthcare public health;
- Leading and co-ordinating support for the Health at Work award, in partnership with the TUC and local employers;
- Representing Gateshead Council in relevant Programme/partnership groups which have the responsibility for the delivery of Public Health outcomes, chairing groups as necessary;
- Compiling regular reports on progress as required by local, regional and national stakeholders including the Health & Wellbeing Board, Children's Trust Board, Scrutiny, CCG etc.;
- Working with Research and Intelligence colleagues, and intelligence leads in other organisations, and using information and communication technology as an aid to planning, implementation presenting and communicating information;
- Liaising with other Council directorates and Partnerships in developing and monitoring cross partnership and sub regional commissioning arrangements, developing new service interventions or policy initiatives;
- Leading change management processes to ensure achievement of specific health outcomes through service redesign with a range of staff, partners (internal and external) and providers;
- Providing advice and support on the evaluation of public health programmes;
- Ensuring effective communication, which is often highly complex, sensitive and contentious to a range of partners, clients and service users on programmes and interventions as well as dealing and responding to the media;
- Leading key communications and social marketing campaigns relating to your portfolio of work, and advising other programme leads.



c. Team and service management

This will include:

- Membership of the Public Health Senior Management Team and management of appropriate Public Health team members;
- Leading the development and implementation of a quality assurance programme of public health services and programmes and ensuring equity of access is maintained;
- Recognition and appropriate management of risk around implementation of programmes and services, and development and evaluation of risk management strategies to prevent/control harm to health, wellbeing and safety;
- Working with Public Health colleagues and the Council's commissioning team to ensure effective and efficient commissioning / joint commissioning of Public Health services and achievement of national performance targets;
- Ensuring Public Health priorities are achieved working with commissioning colleagues and Programme Leads to monitor performance, applying recognised tools to measure changes on key outcome measures including inequalities, advising on and supporting action required;
- The management of budgets, ensuring that there is the best use of resources to deliver the Public Health priorities, including:
 - developing and managing an annual spending plan to underpin the delivery of the public health programme;
 - developing pooled budget arrangements as appropriate;
 - ensuring expenditure of funds is undertaken in line with the regulations and financial processes of both the Local Authority and the Department of Health;
- Providing strategic input to the development and delivery of Gateshead Council's corporate objectives.

d. Continuing professional development

This will include:

- Maintaining professional competency and appropriate development;
- Working towards achieving registration with the UKPHR through retrospective portfolio;
- Participating in the Council's appraisal and development scheme;
- Contributing to the continuing professional development of team members, including supporting the educational component of team meetings and the regional practitioner registration scheme;
- Ensuring staff delivering public health programmes and services are appropriately trained and supported to deliver interventions;
- Contributing to the education and development of the wider public health workforce in Gateshead, including other Council officers, primary care, commissioned public health services and those working in the third sector.

The post holder may be required to undertake occasional evening or weekend work, including on-call.



Knowledge & Qualifications

Essential:

Knowledge of:

- knowledge and understanding of relevant legislation, national strategies, policies and interventions in relation to Public Health
- Current local and national Public Health related policies and strategies
- Local health needs and priorities
- National strategies relating to behaviour change/health and wellbeing
- High risk behaviour and the impact on health and wellbeing
- Local services to support/signpost clients
- A range of community/public engagement tools, techniques and methods
- Recognised behaviour change theories, concepts and models in support of individual and/or population health

Experience of:

- Demonstrating excellent written and verbal communication including report writing and verbal presentations
- Budget management, monitoring and review
- Collating, analysing and presenting complex, sensitive or contentious information to a range of partners
- Analysing data and identifying trends to prepare reports and presentations
- Using Microsoft Office applications
- Applying specialist health improvement/development knowledge to key local priorities
- Implementing and evaluating public health and health improvement programmes in a range of settings and with a range of providers
- Adapting and applying public health skills, knowledge and competencies to all priorities as well as be able to apply the evidenced base to all public health programmes and settings
- Interpreting and applying a range of community/public engagement tools
- Partnership working with a wide range of statutory, voluntary and academic agencies

Qualifications:

- Master's Degree in Public Health, or equivalent health related qualification supported by evidence of public health knowledge acquired through training, courses and experience



Desirable:

Knowledge of:

- Health protection theory and practice

Qualifications:

- Inclusion in UKPHR Practitioner Register

Experience of:

- Demonstrating development in leadership, project management or quality improvement theory
- Health protection practice
- Working with academic health institutions
- Working with Elected Members



Competencies

Customer Focus	Puts the customer first and provides excellent service to both internal and external customers
Communication	Uses appropriate methods to express information in a clear and concise way to make sure people understand
Team Working	Works with others to achieve results and develop good working relationships
Making things happen	Takes responsibility for personal organisation and achieving results
Flexibility	Adapts to change and works effectively in a variety of situations
Learning and Development	Actively improves by developing and applying new skills and knowledge and learns from past experiences
Developing Teams and Individuals	Promotes and supports team and individual learning and development and uses delegation to create a sense of ownership of high-level organisational issues, and encouraging individuals to stretch beyond their current capabilities
Managing Performance	Effectively manages the performance of teams and individuals to ensure results are achieved
Personal Impact	Is self-aware, learns continuously and adapts behaviour in response to feedback. Makes things happen, operates with resilience, flexibility and integrity
Making things happen	Empowers people to initiate change. Supports innovative ideas and new ways of working
Managing Service Delivery	Focuses on the community and service users to develop responsive customer focused services. Promotes cooperation by working with internal and external partners to plan, develop and deliver excellent services and operates effectively within the political framework and corporate policies and guidelines.
Business Acumen	Understands and utilises financial and performance data to identify business strengths and weaknesses. Is quick to understand and deal with a business situation in a manner that is likely to lead to a good outcome.
Facilitating Change	Proactively leads and builds momentum for change and sees it through

