Job Description

Directorate	Public Health
Post Title	Director of Public Health
Grade	23
Reports to	Chief Executive Officer
Responsible for	Public Health Team and 0-19 Children's Public Health Service
Accountable to	Professionally accountable to the Council (and the OHID/DHSC Regional Director of Public Health and Secretary of State for Health through Department of Health and Social Care)

Statutory functions and professional obligations of the Director of Public Health

The Director of Public Health is a statutory chief officer of the authority and the principal adviser on all health matters to elected members and officers, with a leadership role spanning all three domains of public health: 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 take steps 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 including the appropriate use of the Public Health Grant

The Director of Public Health post will understand and enhance the health of the people of North Tyneside and adopt an approach which:

- Understands the link between economic success and good health and takes a long term approach to strategic improvement in both
- Develops a clear, targeted long term strategy that ensures health and social care, education, housing, jobs and economic policies and infrastructure are shaped in ways which deliver maximum improvements in health and wellbeing
- Minimises the adverse effects of demographic change and potential threats from poor health on the long term competitiveness of North Tyneside. The challenges of a growth in numbers of older people and people with disabilities will require a medium term strategy.

These roles are derived from Government policy and clearly identifies the unique contribution which local authorities can make to improve the health and wellbeing of communities through:

- Their statutory responsibilities and powers with respect to health improvement, health protection assurance and health scrutiny
- The level, distribution and quality of services they directly commission or provide
- Strategic leadership-promoting and supporting partnership working by public and private sector agencies on key priorities such as community safety, alcohol and drugs prevention and treatment
- Community leadership-enabling Members to engage effectively with their communities with respect to health and intelligently holds the NHS and the local authority to account
- Advocacy and influence-national and local policy development.

Professional Obligations

The Director of Public Health will be expected to:

- Contribute actively to the training programme for Foundation Year Doctors/Speciality Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality
- Pursue a programme of Continues Professional Development, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the General Medical Council/General Dental Council Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate.
- Participate and contribute to professional appraisal as required for registration

These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health or regional input into the Association of Directors of Public Health. Time allocation for these additional responsibilities will be agreed with the Chief Executive.

Job overview

The Director of Public Health:

- Is a member of the Council's Senior Leadership Team, operating at a strategic level to deliver the North Tyneside Plan
- Is a registered public health specialist (i.e. included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR);
- Is a visionary and transformational leader with a full understanding of relationships and culture of organisations that impact on the wider determinants of health as well as health services;

The Director of Public Health is a statutory member and main source of health advice to the Health and Wellbeing Board. S/he has a statutory responsibility to produce an independent annual report on the health of the population, progress on improving health and reducing inequalities and making recommendations, and leads a team within the local authority responsible for the development of a strategic needs assessment for the local population and for the delivery of:

1. **Council Services relating to Health**

The Director of Public Health will be responsible for the strategic management of the North Tyneside public health agenda, including operational management of the Public Health Department including Children's Public Health, Public Protection, Community Safety and Emergency Planning.

Also responsible for providing advice and guidance to the Council on the Health and Wellbeing Agenda and specifically areas of health improvement on the following:-

- developing healthy, sustainable and cohesive communities through the Health and Wellbeing Board and the wider Council and partners
- promoting healthy lifestyles and developing programmes of support for individuals and communities
- tackling specific issues based on local needs assessment and working with a range of other council departments and partners to tackle the issues such as obesity, smoking, alcohol, health and work
- developing a strategy for reducing health inequalities
- developing a strategic public health approach to community safety

2. **Health Protection**
    - dealing with infectious disease threats including food and water borne disease supported by local Uk Health Security Agency (UKHSA)
    - taking a strategic lead for preparing and responding to emergencies including pandemic influenza
    - providing advice and challenge, especially advising on environmental threats including pollution, noise and contaminated land
    - shaping policies in relation to planning, licensing, air quality,
    - participating in the LRF arrangements and co-chairing the Local Health Resilience Partnership when applicable

3. **Health Services Public Health**
    - population health care, including oversight and promoting population coverage of immunisation and screening programmes
    - supporting the commissioning of appropriate, effective, and equitable health care from the NHS locally
    - working with the Director of Adults and the Director of Children's Services on leading the integration of health and social care services

The Director of Public Health will:

- Produce an independent annual report on the health of the population, progress on improving health and reducing inequalities and making recommendations;
- Be principal adviser to the Health and Wellbeing Board in developing a Health and Wellbeing Strategy based on the assessed needs of the population and proven interventions to improve health;
- Provide specialist public health advice to commissioners on priorities for health and social care spending and the appropriate configuration of services within and between local authorities; and
- Support Local Resilience Forum in developing comprehensive multi agency plans for the anticipated threats to public health.
- Promote a corporate approach to corporate parenting and safeguarding.
- Have full access to the papers and other information that they need to inform and support their activity, and day to day responsibility for their authority's ring-fenced public health budget.
- Be the Principal Advisor on all health matters to members and officers across the Local

Authority.
- Develop professional links and work collaboratively with local Universities.

Key Tasks

Surveillance and assessment of the population's health and well-being

- To ensure the proper design, development and utilisation of major information and intelligence systems to underpin public health improvement and action for the population across disciplines and organisations.
- To receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the Local Authority, NHS and voluntary organisations.
- To ensure the use of the best available evidence base to support the assessment of health needs, health inequalities, health impact assessment and the identification of areas for action within the local population.
- To produce an annual report on the health of the population of North Tyneside.

Assessing evidence to provide effective health and healthcare interventions, programmes and services

- To provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and develop high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations and others, in potentially contentious and hostile environments where barriers to acceptance may exist.
- To be responsible for leading on service development, evaluation and quality assurance governance in specific areas and for preparing and adjusting action plans in line with changing needs and changing geographical boundaries.
- To provide expert advice to support evidence-based commissioning, prioritisation of services for the population (and in some circumstances for the individual) in order to maximise opportunities for health.

Policy and strategy development and implementation

- To lead on behalf of North Tyneside on the communication, dissemination, implementation and delivery of national, regional and local policies and public health strategies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated authority to deliver key public health targets
- To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health at Board or equivalent level.
- To be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.
- To ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability.

Leadership and collaborative working for health

- To take the lead role on behalf of North Tyneside Council in developing inter-agency and interdisciplinary short and long-term strategic plans for securing health improvement both in the general population and in vulnerable groups at high risk of poor health and

reduced life expectancy, in partnership with a range of agencies such as those in the statutory, non- statutory, voluntary and private sectors and by taking lead responsibility with a defined local authority. This requires the ability to work cross-directorate and across other agencies and voluntary organisations.

- To work with primary care professionals and community staff to raise awareness of their public health role.
- To lead on the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets.
- To influence external agencies in their public health policy decisions by working with complex professional, managerial and population groups and other organisations in the statutory, non-statutory and private sectors.

Health Improvement

- To be responsible for designated areas of health improvement programmes, public health surveillance or population screening or geographical areas.
- To take a leadership role in specified areas with local communities and vulnerable and hard to reach groups, helping them to take action to tackle longstanding and widening health inequality issues, using community development approaches as appropriate.
- To provide expert knowledge to ensure effective community involvement with regard to all the work of the organisation including commissioning and prioritising high-cost services and to ensure that policies and strategies are interpreted, developed and implemented at all levels.

Health Protection

- To take responsibility for safeguarding the health of the population in relation to communicable disease, infection control and environmental health, including delivery of immunisation targets.
- To ensure that effective strategies and local arrangements exist for covering the on-call rota for the effective control of communicable disease, environmental hazards to health and emergency planning, as detailed in local health protection agreements.
- To communicate effectively and diplomatically with a wide audience including the media and the public to change practice in highly challenging circumstances such as communicable disease outbreaks, chemical incidents, immunisation and screening.

Service Improvement

- To provide expert advice to support evidence-based commissioning, prioritisation of health and social care services for the population (and in some circumstances provide highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients) in order to maximise opportunities for health.
- To be responsible for implementation of NIHCE (National Institute for Health and Care Excellence)and National Service Frameworks or equivalent national standards, guidance and frameworks.
- To lead the development of clinical networks, clinical governance and audit.
- To review evidence and providing highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients.

Public Health Intelligence

- To analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts.
- To compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the local community.
- To be responsible for the identification and implementation of appropriate health outcome measures, care pathways, protocols and guidelines for service delivery across patient pathways for the local population.
- To work with the information and intelligence arm of UKHSA and other organisations to strengthen local, regional and national public health intelligence and information capacity.

Academic Public Health/Research and Development

- To undertake and commission literature reviews, evaluative research surveys, audits and other research as required to inform equitable service and reduce health inequalities. This may involve taking the lead on Research and development in public health and related activities
- To develop links with local universities to ensure the work of the organisation is based on a sound research and evidence base.
- To develop public health capacity through contributing to education and training and development within the Directorate, and within the wider NHS and non-NHS workforce.

Leadership

- Lead with clear strategic vision to managers across the directorate in the development and implementation of corporate plans, policy and strategy, embedding and maintaining a culture of high performance.
- Promote continuous development and identify opportunities for growth and innovation.
- Lead, mentor, and develop a high-performing team.
- Foster a positive and inclusive work environment.
- Manage budgets and financial resources responsibly to ensure financial goals are met and risks are mitigated.
- Lead organisational change initiatives.

Responsibility for Safeguarding children, young people and/or adults at risk of harm.

Corporate parenting is the shared responsibility of a council, its employees, and partner agencies to provide the best possible care and life chances for children in our care. It's based on the notion we should act in our children's best interests, as if we were all the child's own parent. As an employer we promote a council wide approach to corporate parenting, and safeguarding vulnerable children and adults, reporting any issues or concerns appropriately.

Climate Change Values and Behaviours

We strive to reduce the carbon footprint of our services by using less energy in our buildings, travelling less in our vehicles and increasing our recycling. We encourage innovation and the

generation of new ideas in the way we do things, including increasing the environmental sustainability of our services.
Equality, Diversity and Inclusion Values and Behaviours
We treat all our colleagues, residents and service users with dignity and respect. We embrace and value people's differences. We act as allies, educating ourselves, empowering others and tackling discrimination. We build an inclusive and fair workplace where all team members feel valued and accepted. We encourage team members, residents, and service users to contribute their perspectives to our understanding of the borough and how best to support our people. We role model inclusive behaviour, and champion equality.

Person Specification

Factor	Essential	Assessment method
Knowledge	• High level of understanding of public health practice, health promotion, health economics and health care evaluation • Full understanding of and commitment to delivery of improved health through mainstream NHS activities • Understanding of NHS and local government cultures, structures and policies • Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and or public health practice • Understanding of the interface between health & social care • Knowledge of legislation, policies and guidance relevant to all services under control. • Able to demonstrate effective leadership and motivation of staff, including management of performance and resources and capacity to empower and develop employees and services. • Ability to operate effectively within an integrated corporate structure and provide leadership on cross boundary multi disciplinary issues. • Understanding of and ability to contribute to the key strategic issues facing local authorities and the service responsibilities assigned to the post. • Able to think strategically and analyse financial and other	All stages of recruitment

	complex issues. • Commercial skills and knowledge and application of partnership working. • Ability to establish and sustain positive relationships, that generate confidence and collaborative working, with Elected Mayor, Members, senior management colleagues and other partners and stakeholders. • Capacity to manage in a pressured environment and manage changing and competing priorities. • Management of risk and quality assurance. • Able to think strategically and analyse financial and other complex issues facing the service responsibilities assigned to the post. • Ability to lead on the management of organisational change in a complex, large scale organisation • Excellent written, oral and presentation skills with the ability to persuade, influence and form sustainable partnerships. • Political sensitivity and astuteness.	
Qualifications and Training including Professional Registrations	• Inclusion in the GMC Specialist Register/ GDC Specialist List/ UK Voluntary Register for Public Health Specialists • CPD requirements in accordance with Faculty of Public Health • Appropriate postgraduate or professional qualification • Suitable qualification to enable individual to hold statutory responsibilities assigned to the post • Commitment to continuing professional/ management development	All stages of recruitment
Skills & Experience	• Minimum of 3 years' experience of public health practice at a senior level • Consistent achievement and successful management in a large, complex organisation • Direct, successful management and leadership experience in the areas in scope.	All stages of recruitment

	• Evidence of encouraging continuous development and developing high performing teams. • Experience of working in a complex environment, providing clear, balanced advice and guidance. • Able to demonstrate a track record of successful partnership working both internal and external. • Able to demonstrate a successful track record of establishing and sustaining a performance management culture supported by effective and efficient management information systems. • A proven track record of successful change management, delivering new working practices, cultural and structural change and an understanding of the modernising local government agenda and changes in public sector policy development. • Extensive leadership skills and ability to empower, motivate and develop employees, create a positive inclusive organisational culture and value diversity. • Evidence of successful budget management, including financial planning, monitoring and control in a large complex environment. • Evidence of the provision of clear, balanced advice and guidance in the professional areas at both a strategic and operational level that achieves objectives. • Track record of giving advice to and building relationships at a senior level with elected members and/or board members. • Evidence of a clear understanding of the legal, financial and political working of local government and the current issues facing the borough. • Evidence of advising at board level on strategic professional issues within the remit of the post.	

Personal attributes

- Committed to high quality public services and local democracy.
- Committed to probity, honesty and transparency.
- Commands respect, has presence and is personally credible to diverse groups.
- Energetic and personally resilient, works well under pressure.
- Committed to equality and fairness, best value and service excellence
- Committed to the development and training of others