

JOB PROFILE

DIRECTORATE	Adults, Health and Commissioning, Thurrock Council
JOB TITLE	Director of Public Health (Full Time)
POST NUMBER	
GRADE	NHS Consultant Contract / Director Level 1 : £93,500 - £ 108,000
RESPONSIBLE TO	The post holder will be dually accountable: <ul style="list-style-type: none">• Professionally accountable to the employing Authority, Thurrock Council (and Secretary of State for Health through Public Health England)• Managerially to Thurrock Council via the Director of Adults, Health and Commissioning
RESPONSIBLE FOR	Consultant in Public Health Head of Public Health
KEY LIAISON WITH	Directors Board Cabinet Members of Public Health Team Other officers in Thurrock Council Elected Members Thurrock Council Thurrock Clinical Commissioning Group Health watch Thurrock Public Health England Essex Health Protection Team NHS England – Essex Area Team Voluntary Sector Business Sector
DATE OF PROFILE	October 2014

JOB PURPOSE

This is a replacement full time appointment for a Director of Public Health for Thurrock Council based at Thurrock Council Civic Offices, Grays, Essex,

The Director of Public Health is a statutory chief officer of the Council 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 the Council'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 the Council's functions in planning for, and responding to, emergencies that present a risk to public health
- the Council'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

KEY CORPORATE ACCOUNTABILITIES

1. To work with colleagues to achieve service plan objectives/targets.
2. To participate in One to One Performance Development Reviews/Appraisals and contribute to the identification of your own and team development needs
3. To actively promote the Council's Equal Opportunity Policy and Diversity Strategy and observe the standard of conduct which prevents discrimination taking place.
4. To ensure full compliance with the Health and Safety at Work Act 1974 etc., the Council's Health and Safety Policy and all locally agreed safe methods of work.
5. To fully understand, and be aware of, the Council's commitment to the Section 17 duty of the Crime & Disorder Act 1998 to prevent crime and disorder.

KEY CORPORATE ACCOUNTABILITIES

6. At the discretion of the Head of Service, such other activities as may from time to time may be agreed consistent with the nature of the job described above.

KEY SERVICE RELATED ACCOUNTABILITIES

1.0 Job Summary

The Director of Public Health post will understand and enhance the health of the people of Thurrock 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 the (LA name). 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 identify 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 protection 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

The Director of Public Health is appointed according to procedures that

replicate the statutory process for senior appointments to the NHS, including an Advisory Appointment Committee.

The Director of Public Health is a registered public health specialist (i.e. included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR)).

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.

2.0 Job Purpose

The Director of Public Health 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. Health Improvement

- developing healthy, sustainable and cohesive communities through Health and Wellbeing Board and the wider Council and partners
- developing healthy lifestyles for individuals and communities
- tackling specific issues based on local needs assessment such as childhood obesity, smoking,
- developing a strategy for reducing health inequalities

2. Health Protection

- dealing with infectious disease threats including food and water borne disease supported by local Public Health England
- preparing for emergencies including pandemic influenza
- providing advice and challenge, especially advising on environmental threats including pollution, noise and contaminated land
- 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
- leading the integration of health and social care services

3.0 Key Responsibilities:

1. Producing an independent annual report on the health of the population, progress on improving health and reducing inequalities and making recommendations
2. Being principal adviser to 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

3. Providing 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.
4. Supporting Local Resilience Forum in developing comprehensive multi agency plans for the anticipated threats to public health
5. Having 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.
6. Being Principal Advisor on all health matters to members and officers across local government.

4.0 Management arrangements

The Director of Public Health will be professionally accountable to Thurrock Council (and Secretary of State for Health through Public Health England) and managerially accountable to the Director of Adults, Health and Commissioning in Thurrock Council. Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post. This job plan will be reviewed as part of the annual job planning process.

The Director of Public Health will:

1. Manage 2 members of staff (Consultant in Public Health and Head of Public Health)
2. Manage the public health budget, which is currently ring fenced until 31st March 2016
3. Be expected to take part in on call arrangements for communicable disease control/health protection as part of the Essex Health Protection Out of Hours On Call Rota
4. Manage Specialty Registrars in Public Health

5.0 Professional obligations

1. Participate in the organisation's staff appraisal scheme and departmental audit, and ensure appraisal and development of any staff for which s/he is responsible.
2. Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality
3. Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake

revalidation, professional appraisal, 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.

4. 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

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. Time allocation for these additional responsibilities will need to be agreed with the line manager.

6.0 Personal Qualities

The Director of Public Health is:

1. 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,
2. Trustworthy and independent professional accountable to Secretary of State through Public Health England as well as to the local population through the Local Authority.
3. Trained and experienced in all areas of public health practice and registered as a public health specialist with the GMC or another appropriate regulatory body and accountable to them for their professional practice including ethical standards
4. Able to demonstrate corporate skills in strategic leadership within an organisation
5. A skilled and trusted communicator at all times particularly in a crisis
6. Strongly committed to teaching and research in collaboration with academic departments
7. Up to date and can demonstrate continuing professional development through appraisal and revalidation as a specialist with GMC or other regulator
8. Highly visible to ensure in-depth knowledge of local communities and better working between the public and local organisations
9. Able to show intellectual rigour and personal credibility to collaborative working and commissioning processes
10. Demonstrably accomplished in improving the health of communities
11. Able to lead across all local authority functions to district councils, NHS

bodies, the private sector and the third sector indicating the impact of investment on public health and inequalities

7.0 Key tasks

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

7.1 CORE COMPETENCY AREAS

These are core national competencies. The post holder is expected to have the competence to implement any of these areas of work as required but exact tasks will be shared and agreed across a wider team.

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

- To ensure the proper design, development and utilisation of 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 Thurrock

Assessing the evidence of effectiveness of 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 to 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 Thurrock Council on the communication, dissemination and implementation and delivery of national, regional and local policies, 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 Thurrock 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.

7.2 DEFINED COMPETENCY AREAS

Health Improvement

- To be responsible for designated areas of health improvement programmes, public health surveillance, 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 take part in local arrangements and contributing to 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 NICE and National Service Frameworks or equivalent national standards, guidance and frameworks.
- To lead the developments of clinical networks, clinical governance and audit.
- To review evidence and provide 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 present, analyse and communicate knowledge in a way that appeals to diverse groups, influences decision-making and supports community engagement.
- 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 are of Public Health England 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 R&D 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

public facing workforce.

8.0 GENERAL CONDITIONS

Terms and conditions of service

To be added.

On call arrangements

The post holder will be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Essex. Suitable training will be provided for those who need it in discussion with the Essex Health Protection Team.

Indemnity

As the post holder will only be indemnified for duties undertaken on behalf of Thurrock Council the post holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of Thurrock Council and for private activity within Thurrock Council. For on call duties provided to other organisations as part of cross cover out of hours arrangements Thurrock Council has confirmed that those organisations will provide indemnity for the post holder.

Flexibility

The post holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

Confidentiality

A consultant has an obligation not to disclose any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

Public Interest Disclosure

Should a consultant have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

Data protection

If required to do so, the post holder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The post holder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in

accordance with the Data Protection Act.

Health and safety

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

Smoking policy

The employing organisation has a policy that smoking is not allowed in the work place.

Equal opportunities policy

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place and it is for each employee to contribute to its success.

Professional registration

It is the responsibility of the post holder to maintain their professional registration and learning. The post holder must be a member of the Faculty of Public Health.

Ability to drive

The post holder will be required to attend meetings across the East of England on a frequent basis. The ability to drive and access to a car or other appropriate form of their own transport are essential requirements of the post.

PERSON SPECIFICATION

JOB TITLE: Director of Public Health

DEPARTMENT: Adults, Health & Commissioning

Information for Applicants: The Person Specification provides an outline of the experience, skills and abilities we expect the successful candidate to possess. You should match your own skills, experience, and abilities to those listed below. Tell us in what way you have carried out the criteria asked for. Disabled people will be offered an interview where they meet the Essential Criteria alone.

Method of Testing

1 = Application Form 2 = Interview 3 = Assessment Tests

Weighting of Criterion

1 = Low Importance 2 = Medium Importance 3 = High Importance

IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005.

<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
1. Skills and Abilities – Essential		
Strategic thinker with proven leadership skills	1&2	3
Excellent oral and written communication skills (including dealing with the media)	1&2	3
Effective interpersonal, motivational and influencing skills	1&2	3
Ability to respond appropriately in unplanned and unforeseen circumstances	1&2	3
Good presentational skills (oral and written)	1&2	3
Sensible negotiator with practical expectation of what can be achieved	1&2	3
Substantially numerate, with highly developed analytical skills using qualitative and quantitative data	1&2	3
Computer literate	1&2	3
Ability to design, develop, interpret and implement policies	1&2	3
Ability to concentrate for long periods (e.g. analyses, media presentations)	1&2	3

<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
Resource management skills	1&2	3
2. Special Knowledge – Essential		
<ul style="list-style-type: none"> Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists 	1 &2	3
<ul style="list-style-type: none"> 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 medicine practice 	1&2	3
<ul style="list-style-type: none"> 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> 	1& 2	3
<ul style="list-style-type: none"> Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body 	1&2	3
2. Special Knowledge – Desirable		
<ul style="list-style-type: none"> MFPH by examination, by exemption or by assessment 	1&2	2
3. Experience – Essential		
<ul style="list-style-type: none"> Project management skills 	1&2	3
<ul style="list-style-type: none"> Staff management and training 	1&2	3
<ul style="list-style-type: none"> Practical experience in facilitating change 	1&2	3
<ul style="list-style-type: none"> Budget management skills 	1&2	3
3. Experience - Desirable		
<ul style="list-style-type: none"> Training and mentoring skills 	1&2	2
<ul style="list-style-type: none"> Scientific publications, presentation of papers at conferences, seminars etc. 	1&2	2
<ul style="list-style-type: none"> Minimum of 3 years experience of public health practice 	1&2	2

<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
working at a senior level		
4. Personal qualities - Essential		
• Strong commitment to public health principles	1&2	3
• Able to prioritise work, and work well against a background of change and uncertainty	1&2	3
• Adaptable to situations, able to handle people of all capabilities and attitudes	1&2	3
• Commitment to team-working, and respect and consideration for the skills of other	1&2	3
• Self-motivated, pro-active, and innovative	1&2	3
• High standards of professional probity	1&2	3
5. Knowledge – Essential		
• High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.	1&2	3
• Understanding of NHS and local government cultures, structures and policies	1&2	3
• Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice	1&2	3
• Understanding of social and political environment	1&2	3
• Understanding of interfaces between health and social care	1&2	3

Shortlisting notes

The Faculty of Public Health advises that in order to be shortlisted for a consultant post applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register (UKPHR) must provide verifiable signed documentary evidence that an application for inclusion on one of these specialist registers is in progress as follows:

1. Applicants in training grades

Public health Specialty Registrars in a recognised UK public health training scheme must provide evidence to confirm that they are within **SIX** months of award of their certificate of completion of training (CCT) and inclusion in the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR for public health specialists at the date of interview (i.e. the expected date of award of their CCT must fall no more than six months after the date of interview). *Please note that from January 2005 in England, May 2005 in Scotland and November 2005 in Northern Ireland and Wales, this period has been extended from the three months required previously.* The documentary evidence should be:

Either an ARCP 6/RITA Form G (Final Record of Satisfactory Progress) **or** a letter from the postgraduate dean (or Faculty Adviser) specifying the expected date for completion of training (which must be not more than six months after the date of interview).

2. Applicants in non training grades

2.1 Doctors (i.e. medical practitioners)

Doctors outside recognised UK public health training schemes fall into a number of categories:

- those who have trained outside the UK, who may have specialist training and qualifications which they are seeking to have recognised by the General Medical Council (GMC) in order to gain registration with the GMC: these doctors may be shortlisted according to the following 2005 guidance from the Department of Health and Scottish Executive which indicates that *There will be some instances (for example when considering applicants trained outside the UK) where an AAC may choose to interview a candidate prior to [GMC] Specialist Register entry. In these circumstances, it will wish to be satisfied that subsequent Specialist Register entry is likely. Employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GMC which is eligible for consideration at the time of application (for shortlisting).*
- those who have not completed specialist training in the UK who are seeking entry to the GMC Specialist Register through the Certificate of Eligibility for Specialist Registration route (formerly Article 14 of the European Specialist Medical Qualifications Order (ESMQO)), which allows the GMC to consider not only training but also relevant experience: these doctors may have trained in or outside of the UK. **Again, employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GMC which is eligible for consideration at the time of application (for shortlisting).**

2.2 Applicants from a background other than medicine

- Other than trainees (see 1 above), applicants from a background other than medicine would normally be expected to have gained full specialist registration with the UKPHR. However, exceptionally, individuals who can demonstrate that they have submitted a portfolio application to the UKPHR may be considered for shortlisting. **Suitable evidence will be a letter from the UKPHR acknowledging receipt of the portfolio application.**
- Other than trainees (see 1 above), applicants from a background in public health dentistry must be included in the GDC Specialist List in dental public health. However, those who can demonstrate that they have submitted an application for inclusion on the GDC specialist list in public health dentistry may be considered for shortlisting. **Employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GDC which is eligible for consideration at the time of application (for shortlisting).**

Employers are advised that individuals should not take up consultant in public health medicine or consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers.

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.

October 2014