



Job Profile

JOB TITLE:	Director of Public Health
GRADE:	Exec 1
WORKING HOURS	Full time – 36 hours per week
DBS CHECK:	Full enhanced
GROUP:	Adult Social Care & Public Health
SERVICE:	Public Health

REPORTING STRUCTURE

Accountable to:	Professionally accountable to the Council and the Secretary of State for Health through Office for Health Improvement and Disparities)
Reports to:	Executive Director – Adult Services & Health
Direct Reports:	Up to 5
Indirect Reports:	

ROLE PURPOSE:

The Director of Public Health is a statutory Chief Officer of the authority and is the Council and wider system leader for assessing and improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards including infectious diseases and environmental threats.

As the leader for health, the Director of Public Health is the principal advisor on health and wellbeing matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health.

The Director of Public Health is required to be a visible system leader in Hillingdon Health and Care Partnership (HHCP) and will contribute available resources directly under the DPH control and influence HHCP resource allocation to ensure that the local public health system proactively tackles the health, care and wider determinants that affect health and wellbeing in Hillingdon communities. This will include working with local communities, to develop solutions in response to challenges that affect health and contribute to health inequalities.

1. Statutory Responsibilities

The statutory responsibility and purpose of the post holder is to provide leadership, deliver key functions described below. The post holder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies (Appendix 1) and the person specifications (Appendix 2).

The Director of Public Health is responsible for:

- Delivering Hillingdon's duties to protect and improve public health, and any functions and regulations to improve public health protection and health improvement delegated to the local authority by the Secretary of State
- Being the chief officer and principal adviser for public health to the Council, system partners, and local communities, influencing policy and practice
- Supporting the Chief Executive and Councillors in developing and delivering the Council's strategic agenda and maintain their confidence, and the confidence of national, and regional partners
- An effective role as statutory member of the Council's Health and Wellbeing Board; to advise on the development of the Joint Local Health and Wellbeing Strategy that sets out the priority assessed needs of the population, and for shaping the health and wellbeing agenda; using the national outcomes frameworks; public health, NHS and social care
- Being an active participant at Place through strategic participation as a leader within HHCP, contributing and directing the priorities for population health improvement, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and evaluation.
- Exercising the functions of Hillingdon Council to plan for, and respond to emergencies that present a risk to the public's health
- Commissioning and the delivery of services which are effective, are value for money and meet quality standards.
- Utilise the public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
- Hillingdon Council's role in co-operating with the police, the probation and the prison service to assess the risks posed by violent or sexual offenders
- Producing an annual independent report on the health of the population and communities of Hillingdon, progress that demonstrates improving health and reducing inequalities and making recommendations that stimulates debate and/or action by the Council and partners.

The person specifications for the post are set out in appendix 2. In delivering the responsibilities outlined above, the post holder and team will undertake the following tasks:

1. Strategic Leadership

- 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)
- 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.
- To ensure scientific principles are applied to assessing need, exploring interventions and assessing progress of the Council's strategic agenda.
- Ensure as a core member of the Health and Wellbeing Board and in partnership with the Council's partners and the public, the development of plans that enable local communities to become healthy, sustainable and cohesive
- Ensure a programme of action (both within and external to 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.
- Provide assurance that the health protection system for local communities is effective and fit for purpose
- To work closely with the Corporate Management Team and Directors of the Council responsible for people (children, vulnerable communities and older people) to ensure policies and procedures are in place that addresses the health, care and safeguarding needs of individuals and local communities and is cogent with the national approach.

- Collaborate across organisational boundaries to ensure communities in Hillingdon benefit from population health and care programmes – this includes working with other NWL boroughs to address wider health needs and health risks across different borough communities.

1. Service Delivery Responsibilities

The Director of Public Health's strategic leadership for the Council will take account of:

1.1. Health Improvement

- Developing healthy, sustainable and cohesive communities through participating as an active advisor and member of the Health and Wellbeing Board.
- Developing interventions and work with stakeholders and communities to achieve healthier lifestyles for individuals and communities.
- Tackling place-based health challenges in response to evidence based; data, intelligence and insight informed local needs assessment such as childhood obesity, smoking, hypertension and rising risk of long-term conditions and frailty.
- Monitoring and delivering on core priorities of the Hillingdon Health and Care Partnership
- Developing and implementing strategies for addressing health inequalities and disparities.

1.2. Health Protection

- Dealing with infectious disease threats including food and water borne disease supported by the local UKHSA Health Protection Team
- Preparing for emergencies such as communicable diseases including pandemic, epidemics and localised outbreaks with plans in place to respond especially in vulnerable settings
- Advising on environmental threats that affect health, including pollution, contaminated land and noise and to work with national agencies in response to CBRN incidents and risks
- Providing the public, Council and NHS Leaders and elected Members with expert, objective advice on health matters.
- Report monthly on threats, progress and outcomes to the Health Protection Board.

1.3. Health Care Services Public Health

- Population health support for the NHS to increase uptake of health protection interventions including all age immunisation and screening programmes, including TB screening
- Provide information and advice to the NHS aligned to the 'core offer'.
- supporting the commissioning of appropriate, effective, and equitable health care from the local NHS, and when relevant with the ICB regionally

2. Multi Agency Working

- 2.1. 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, including the allocation of Inequalities Funding for population health projects.
- 2.2. Support Local Resilience Forum in developing comprehensive multi agency plans for an exercised response to threats to public health.
- 2.3. Play a full part in the authority's action to meet the needs of vulnerable children and adults through effective working with the Local Safeguarding Children & adult Boards.

3. Corporate Responsibilities

- 3.1. Provide specialist public health advice to the Corporate Management Team (CMT) producing reports and recommendations that sets out how the council meets their responsibilities as a public health council in which health and wellbeing is integral to all our policies.

- 3.2. Actively develop effective working relationships with Assistant Directors and Heads of Service to ensure the integration of public health thinking into all areas of the Council's services.

4. People Management

- 4.1. Responsible for the selection, development and performance of the public health team.
- 4.2. 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
- 4.3. Ensure all team members receive the appropriate level of communication to maintain engagement with the Council's activities.
- 4.4. Responsible for maintaining a safe and healthy working environment in line with Health & Safety at Work Act (1974).
- 4.5. Ensure compliance with the Council's HR policy and procedures and provide the specialist supervision and support required to enhance performance.

5. Financial & Resource Management

- 5.1. Responsible for the effective management of the Public Health Grant and other allocated budgets.
- 5.2. Ensure all purchasing and procurement is conducted in line with the corporate guidelines with appropriate use of the Council's financial systems.
- 5.3. Ensure that services commissioned are value for public money and there is a framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges, and demonstrably leads to improved health outcomes
- 5.4. Ensure all workforce expenditure is compliant with corporate guidance and that any temporary resource is purchased through the Council's agency contracts.

6. Contacts & Accountability

- 6.1. For the exercise of the local authority's public health responsibilities the post holder has direct accountability to the Chief Executive and direct access to elected members when necessary.

7. Professional Responsibilities

The Director of Public Health will be expected to:

- Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.
- Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
- Contribute actively to the training programme for Foundation Year and GP Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality. (If the postholder designs and delivers core training, specify as applicable and give details of postholder's involvement e.g. lead trainer, trainer on a module, develops training for others, etc.)
- Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation or other measures required to remain on the GMC/GDC Specialist Register with a license to practice or the UK Public Health (Specialist) Register or other specialist register as appropriate.

- Practice in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and Good Public Health Practice.
- Agree any external professional roles (Educational Supervisor, Appraiser, etc.) and the time required to deliver those roles with the Council.

Appendix 1:

Faculty of Public Health: Competencies expected of all public health consultants/ specialists

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 into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that 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 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 and behaviours influencing health at a system, community, and individual level.
- 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.
- VII. Health and Care Public Health**
To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness 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 practice 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. 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 DPH 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.

Appendix 2: Person Specification

Director of Public Health

This person specification will be used for recruitment to this role. It will form the basis of the application form, and candidates will be also assessed against aspects of this person specification at interview.

1. QUALIFICATIONS	ESSENTIAL ✓	DESIRABLE ✓
Inclusion in the GMC Specialist Register/GDC Specialist List or UK Public Health Register(UKPHR)	✓	
If in the above Register / List in a specialty other than public health medicine/dental public health, must have equivalent training and/or appropriate experience of public health medicine practice	✓	
Public health specialist 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	✓	
2. STATUTORY or ROLE SPECIFIC REQUIREMENTS	ESSENTIAL ✓	DESIRABLE ✓
Must meet minimum CPD requirements (i.e., be up to date) in accordance with the Faculty of Public Health requirements or other recognised body	✓	
3. EXPERIENCE	ESSENTIAL ✓	DESIRABLE ✓
Minimum of three years' experience of public health practice at senior level	✓	
Experience of working in complex political and social environments	✓	
Scientific publications, presentation of papers at conferences, seminars etc		✓
4. KNOWLEDGE & SKILLS	ESSENTIAL ✓	DESIRABLE ✓
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation	✓	
Full understanding of and commitment to addressing relationships and cultures of organisations that impact on the wider determinants of health	✓	
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 social and political environment	✓	
Understanding of interfaces between health and social care	✓	

Substantially numerate, with highly developed analytical skills using qualitative and quantitative data	✓	
Good presentational skills (written and oral)	✓	
Ability to design, develop, interpret and implement policies	✓	
Excellent staff and corporate management and development skills	✓	
5. COMPETENCES	ESSENTIAL ✓	DESIRABLE ✓
Passion to make a difference Acts as a role model to others demonstrating a commitment to improving outcomes for residents, working with partners to continually improve and develop services.	✓	
“Can do” positive attitude Demonstrates commitment to working collaboratively at a senior level, remaining positive and motivated and overcoming obstacles and barriers to change.	✓	
Leads and inspires others Identifies and nurtures talent, providing individuals with the scope and support necessary to reach their full potential – understanding and respecting diversity within teams and encouraging innovation.	✓	
Credibility Takes corporate responsibility and remains accountable for all aspects of service delivery. Guides and coaches others towards sound decision making, whilst demonstrating the ability to make quick and measured decisions when necessary.	✓	
Drives improvement Acts as a role model to others, listening to and respecting input from others and creating a culture of continuous improvement - identifying and positively overcoming barriers to change.	✓	
Strategic thinker Understands and examines the wider public sector and business environment, contributing to new business strategies and acting as a source of expertise.	✓	
Decision maker Makes sound decisions based on the advice and guidance of subject experts whilst taking ultimate accountability for that decision.	✓	
Team Player & networker Encourages and enables collaborative ways of working across different teams and functions, ensuring that wider organisational business needs and priorities are met.	✓	
Management Motivates a team to deliver their business objectives by delegating effectively and directing when necessary, communicating business needs clearly and meaningfully, and leading by example.	✓	
Communication Credibly promotes the needs of the business to a wider audience, acting as champion for those needs using tact and negotiation to achieve business objectives.	✓	