

**Job Description**

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|--|---------------------------------------|--------------------------|
| <b>Job title:</b><br>Consultant in Public Health                             | <b>Service Area:</b><br>Public Health |                          |
| <b>Directorate:</b><br>Assistant Chief Executive ( ACE)                      | <b>Post Number</b><br>From Oracle     | <b>Evaluation Number</b> |
| <b>Grade: Croydon Special Range B: £86,380 (scp 107)- £91,737 (scp 109).</b> | <b>Date issued: March 2023</b>        |                          |

**Croydon Council's priorities**

We will live within our means, balance the books and provide value for money for our residents.

We will focus on tackling ingrained inequality and poverty in the borough. We will follow the evidence to tackle the underlying causes of inequality and hardship, like structural racism, environmental injustice and economic injustice.

We will focus on providing the best quality core service we can afford. First and foremost, providing social care services that keep our most vulnerable residents safe and healthy and keep our streets clean and safe.

To ensure we get full benefit from every pound we spend, other services will only be provided where they can be shown to have a direct benefit in keeping people safe and reducing demand.

**Croydon Council's new ways of working**

We will practice sound financial management, being honest about what we've spent and what we can afford.

We will focus on what we, uniquely, can do as the local authority as the democratically elected leaders of our borough. This means we will focus on our core services, and a small number of evidence-based outcomes that deliver our priorities. But we will also continue to use our democratic mandate to convene our partners around a common purpose and to make a clear case for a better deal for Croydon.

We will aim to become a much more transparent, open and honest council.

We will involve residents in our decision making. But we will also need to be clear with residents about what we can do, and what we can't. When we

have to say no, we will do so with compassion and take the time to explain our decisions.

**Job Purpose:**

The post holder will aim to improve and protect the health of Croydon's population and reduce inequalities in health between different communities and populations.

The post holder will be a member of the Public Health Senior Management Team and their role will cover the general duties of a consultant in public health including;

- Providing leadership, acting as enabler and ensuring that the improvement or protection of the health of people of Croydon is considered and included in a range of strategic programmes around place and people.
- Providing strategic and clinical advice to commissioners in the council and the Clinical Commissioning Group.
- Providing public health input into health protection specifically the Croydon response to COVID-19 pandemic

The post holder deputises for the Director of Public Health as required.

**Reports to:**

Director of Public Health

**Responsible for:**

**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 write and/or contribute to national and local policy forming reports on the health of the population of Croydon.
- 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 Croydon 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 Croydon 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, nonstatutory, 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, 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 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 area 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 informing equitable service and reducing 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.

### **Corporate Accountabilities**

To take a “one Council” approach to deliver more effective outcomes and at all times avoid a siloed, single division or service area approach.

To actively seek out and learn from external good practice and bring those new ideas and ways of working into service development and delivery.

To contribute and lead as required as a project owner on the delivery and implementation of specific corporate projects as required.

To actively role model the council’s priorities and ways of working and the council’s leadership framework and values.

To lead, manage and develop staff teams and ensure compliance with the council’s performance management system and all HR policies and procedures

Be accountable for associated budget and have affordable plans in place to deliver the annual budget and Medium Term Financial Plan.

Provide assurance that the services are compliant and performance monitoring is part of the corporate rhythm, and exceptions have robust action plans.

To operate within the governance, financial and legal frameworks of the Council at all times.

Ensure equalities is embedded into all aspects of professional and managerial roles, including service delivery and at all times carry out your duties with regard to the Council policy.

Ensure by robust management that the services and staff you are responsible for adhere to the Council's Health and Safety Policy and operate within the safety management frameworks.

To ensure the effective management of data and security of information received and used within the division, to comply with the relevant legislation such as GDPR and the Freedom of Information Act, recognising that the council wishes to operate in the most open and transparent way.

Participate in cross organisational risk management and emergency planning activities as required

### **Service Accountabilities:**

The list of duties in the role profile should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

Your duties will be as set out in the above role profile but please note that the Council reserves the right to update your role profile, from time to time, to reflect changes in, or to, your job. This will involve input from the Faculty of Public Health.

You will be consulted about any proposed changes.

### **Key Stakeholder Relationships:**

#### Internal:

Members; Chief Officers; Directors; Heads of Service; other teams and senior departmental colleagues across the whole council; trade unions.

**External:**

Local, regional and national government bodies, agencies and NGOs; professional bodies; local, regional and national NHS bodies, UKHSA, other local authorities; partner organisations; statutory bodies; members of the public and community groups; trade unions

**Political Restrictions:**

This post is politically restricted and under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside the work.

**Statutory Responsibilities:**

To deliver statutory functions on behalf of the Director of Public Health.

General statutory functions include:

- leadership, expertise and advice on a range of issues, from outbreaks of disease and emergency preparedness through to improving local people's health and access to health services
- to take steps to improve the health of the people in its area
- health improvement functions delegated to local authorities by the Secretary of state
- annual report on the health of the local population
- planning for, and responding to, emergencies that present a risk to the public's health
- provide the public with expert, objective advice on health matters

Particular statutory functions include:

- weighing and measuring of certain children in their area
- provide for health checks for eligible people
- secure the provision of open access sexual health services in their area
- secure the provision of a public health advice service to the Clinical Commissioning Group
- to promote the preparation of, or participation in, health protection arrangements against threats to the health of the local population, including infectious disease, environmental hazards and extreme weather events

**Other Considerations:**

You may, from time to time, be required to work outside of regular office hours including weekends and evenings to attend meetings and community events.

The postholder is required to observe and fulfill the seven principles of public life (also known as the Nolan Principles).

**1.1 Selflessness**

Holders of public office should act solely in terms of the public interest.

**1.2 Integrity**

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

**1.3 Objectivity**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

**1.4 Accountability**

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

**1.5 Openness**

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

**1.6 Honesty**

Holders of public office should be truthful.

**1.7 Leadership**

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.



## Person Specification

### Specific Minimum Qualifications and Expertise

| <b>Education/Qualifications</b>  | <b>Essential</b> | <b>Desirable</b> |
|--|------------------|------------------|
| Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists -This entails a masters programme plus further postgraduate medical specialist training   | X                |                  |
| <i>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</i>   | X                |                  |
| 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> | X                |                  |
| Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body   | X                |                  |
| MFPH by examination, by exemption or by assessment   |                  | X                |
| Masters in Public Health   |                  | X                |
| <b>Personal qualities</b>  |                  |                  |
| Able to influence senior members including directors and CEOs  | X                |                  |
| Able to both lead teams and to able to contribute effectively in teams led by junior colleagues  | X                |                  |
| Commitment to work within a political system irrespective of personal political affiliations   | X                |                  |
| <b>Experience</b>  |                  |                  |
| Delivery of successful change management programmes across organizational boundaries   | X                |                  |
| Media experience demonstrating delivery of effective health behaviour or health promotion messages   |                  | X                |
| Experience of using complex information to explain public health issues to a range of audiences  | X                |                  |
| <b>Skills</b>  |                  |                  |
| Strategic thinker with proven leadership skills and operational nous   | X                |                  |
| Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources   | X                |                  |
| Ability to lead and manage the response successfully in unplanned and unforeseen circumstances   | X                |                  |
| Analytical skills able to utilize both qualitative (including health economics) and quantitative information   | X                |                  |
| Ability to design, develop, interpret and implement strategies and policies  | X                |                  |
| <b>Knowledge</b>   |                  |                  |
| In depth understanding of the health and care system and the relationships with both local national government   | X                |                  |
| In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice   | X                |                  |
| Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)   | X                |                  |

**Special conditions:**

Occasional requirement to work outside of core hours,

## Corporate Values

Our values are the base of every job role within Croydon – our values are fundamental in everything we do as a Local Authority. You are required to demonstrate a commitment to our corporate values and this will be assessed using the criteria below:



**One Team:** To cross boundaries to work together towards shared goals with colleagues, partners and communities

- You are strategically innovative in your approach to building and maintaining partnerships and you and your teams act in a joint enterprise with them. You use your contacts and colleagues to bring teams together.

**Proud to Serve:** We strive to always do our best for the community, getting the most from limited resources and using taxpayers' money wisely

- You are proud to be part of the wider Croydon and the contribution you and your teams make to it. You make a difference to people's lives through engagement and you strive to get the best possible value for money for customers.

**Honest and Open:** We work hard to build trust by treating everyone with honesty and integrity

- You think through who needs to understand what during communication; and take care to communicate detail clearly. You take people's views into account continuously. You trust people, colleagues and staff, to do their best and deal with any issues positively.

**Taking Responsibility:** We encourage and support each other to take responsibility and show what we can do, learning together and recognising each other's contributions

- You are clear where formal accountability lies and where we can all take responsibility for results. You praise your colleagues for their efforts and ideas and thank them for their contributions.

**Valuing Diversity:** We make the most of the many perspectives that make Croydon distinctive

- You treat all staff and customers with equal value and respect. In everything you do, you make good use of the wide variety of background, skills and perspective your teams, the Council and the community demonstrate.