

Role profile

Job Title:	Consultant in Public Health	Grade:	CB 3
Department:	Public Health	Post no.:	TBC
Directorate:	Adults and Public Health	Location:	Perceval House

Role reports to:	Director of Public Health
Direct reports:	Two Public Health Principals
Indirect reports:	None

Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Purpose of role

- This role will work to the Director of Public Health to provide leadership and strategic direction for the council to save lives, improve and protect health and wellbeing, and reduce health inequalities by identifying needs and priorities and commissioning, managing and evaluating services.
- To engage with and influence a multiplicity of stakeholders at a senior and strategic level, both inside the council and externally, and provide direction and leadership that delivers a joint approach to commissioning health and health improving services in Ealing.
- **To lead, develop, plan and manage key Public Health topic areas including mental health, substance misuse and health protection, and other areas if required.**
- To develop, implement and monitor appropriate strategic plans that will ensure clinical governance (including patient safety) and robust risk management are in place that will safeguard the Council's reputation.
- To control and efficiently manage projects and budgets. To ensure value for money and deliver a balanced budget against challenging and growing areas of demand.
- To report to elected members, overview and scrutiny and other committees, including Health and Well Being Board, and the Borough-Based Partnership.
- To deploy resources appropriately to ensure that local and central strategic objectives are met and any barriers which may affect the delivery of these objectives are identified and addressed.
- Will have responsibility for the development, implementation and delivery of strategic plans, programmes and policies focused on improving and protecting

the health and wellbeing of the population of Ealing and reducing health inequalities.

- **The specific areas of work will be reviewed in consultation with the postholder and in light of the needs of the organisation but may include providing Consultant lead for mental health, substance misuse and health protection.**
- Will provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for developing high quality, equitable health and social care services and programmes, across primary, secondary and social care, and across sectors including local government, the NHS, the community and voluntary sectors.
- Will develop and utilise information and intelligence systems to underpin public health action across disciplines, Council departments and organisations, leading the collation, interpretation and dissemination of relevant data and information.
- Will manage staff and deliver public health training e.g. training Specialist Registrars in Public Health, Public Health Specialists, Public Health Practitioners, wider workforce.
- Will be an authorised signatory, budget or delegated budget holder (budget/department/service)
- Will lead on public health research, commission research audits/projects, and undertake research or audit and make links with wider academic departments.
- To represent the Council on public health at meetings & public forums involving key stakeholders.
- To work with elected Members including Portfolio Holders to develop and constantly revise service strategies and customer propositions that are consistent with the delivery of Council policies.
- Provide policy advice, resulting in National Policy developments being reflected in corporate cross sector and Departmental Plans which improve performance and drive quality management.
- To ensure that commissioning activity is underpinned by evidence-based health and social care and consultation to provide clear and economic direction to the development of health and social care services.
- To provide leadership to commission new services and redesign existing services to meet the highest priority needs of the community; ensuring that these needs are addressed across the whole community building on an approach which increases the engagement and influence of patients, service users and their carers.
- To ensure that commissioning approaches actively embrace Clinical Governance and conform to NICE Guidelines in order to safeguard the needs of the community and support them accessing quality services designed around patient and service user need and robust care pathways.
- To manage strategic procurement of services to ensure a return on investment for the council and deliver better outcomes for the residents of Ealing.
- To develop and implement, in conjunction with others, appropriate indicators to measure the outcomes, quality and safety of service so carry out planning and strategy and commissioning in line with on-going trends in health determinants, lifestyle behaviours, diseases and deaths.

- To be responsible for ensuring that all services are delivered within agreed equalities frameworks.

Key performance indicators

Departmental Outcomes

- Public Health Outcomes Framework Indicators for Ealing, including reducing early death rates and protecting health
- Improving uptake, outcomes and quality from preventative public health and health services
- Quality assuring services
- Assessing and mitigating risks to health
- Improved health, wellbeing and social functioning

Key relationships (internal and external)

This role will be based in the Public Health team in the council but will work closely with other departments in the Council, BBP colleagues and the Population Health & Inequalities partnership group.

- Ealing Council
- North West Integrated Care Board/Partnership (including the Ealing team)
- Ealing's Borough-Based Partnership, including BBP Population Health & Inequalities partnership group
- EHCVS and Voluntary sector organisations related to health and health determinants
- Health and Well Being Board
- Department of Health & Social Care
- Managers and clinicians at hospitals and community providers of key services to Ealing - Ealing Hospital, Northwick Park, Imperial Hospital, West London Mental Health Trust, Central North West London NHS Foundation Trust
- Academic departments e.g. public health, business schools, other.

Authority level

- Deputising for Director of Public Health as required
- Direct reporting to Partnership Boards
- Overview and Scrutiny
- Input into local health strategies and/or clinical treatment pathways
- Quality assure Public health services and plans

Person specification

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Essential knowledge, skills and abilities

1. In depth understanding of the health and care system and the relationships with both local national government
2. In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice
3. Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)
4. Understanding of the public sector duty and the inequality duty and their application to public health practice
5. Strategic thinker with proven leadership skills and operational nous
6. Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources
7. Ability to lead and manage the response successfully in unplanned and unforeseen circumstances
8. Analytical skills able to utilize both qualitative (including health economics) and quantitative information
9. Ability to design, develop, interpret and implement strategies and policies
10. Able to influence senior members including directors and CEOs
11. Able to both lead teams and to able to contribute effectively in teams led by junior colleagues
12. Commitment to work within a political system irrespective of personal political affiliations

Essential qualification(s) and experience

1. Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)
2. 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 practice
3. 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

4. If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview
If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT
5. Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body
6. MFPH by examination, by exemption or by assessment
7. Masters in Public Health or equivalent (desirable)
8. Delivery of successful change management programmes across organizational boundaries
9. Media experience demonstrating delivery of effective health behaviour or health promotion messages (desirable)
10. Experience of using complex information to explain public health issues to a range of audiences

Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> • Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues 	<ul style="list-style-type: none"> • Does what they say they'll do on time • Is open and honest • Treats all people fairly 	<ul style="list-style-type: none"> • Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents 	<ul style="list-style-type: none"> • Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures 	<ul style="list-style-type: none"> • Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards