

Role profile

Job Title:	Public Health Project Officer – (Stop Smoking service and Health Care Public Health)	Grade: 10	Spinal column point range:
Department:	Public Health	Post no.:	66016
Directorate:	Adults and Public Health	Location:	Perceval House
Role reports to:	Public Health Principal- NHS Health Checks and Tobacco Control		
Direct Reports:	None		
Indirect Reports:	None		
<i>This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.</i>			

Job description

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

PURPOSE OF ROLE:

- To provide comprehensive project support and assistance to the tobacco control and NHS health checks programme lead. The post holder will work closely with Public Health Principal in supporting and complementing the work of the stop smoking provider and promoting the wider tobacco control prevention work.
- The post holder will support healthcare public health prevention work to help improve and protect health and wellbeing and reduce health inequalities.
- To work collaboratively with stakeholders such as Trading Standards, Schools and community providers to tackle illicit tobacco, preventing youth vaping, underage sales, and to co-create educational resources for young people.

- The role will require the ability to build positive working relationships with key community partners, NHS Trusts and primary care staff to support in delivery of commissioned services related to topic areas. This will require strong presentation skills, influencing and negotiating skills.
- To work with a broad range of staff across GP practices in Ealing, who are commissioned to deliver NHS health check programme and supporting primary care to follow-up of patients who require further action after their health check.
- Support the planning, development, commissioning, implementation and assessment/evaluation of stop smoking service and NHS Health check programme and related policies to promote health and address health inequalities.
- To support the PH Principal with monitoring and reporting of the stop smoking service grant.
- Support community engagement, training, marketing and health promotion work within the healthcare public health and long-term conditions space.

Main purpose of job

The nature of this post is one of continual development and the duties and responsibilities outlined in this job description may change from time to time to reflect the changing needs of the organisation.

KEY PERFORMANCE INDICATORS:

Promote the Stop Smoking service using co-production community-based approach to reach community groups, apply the principles of social marketing, and/or behavioural science, to reach specific groups and communities with enabling information and ideas, raising awareness of Stop Smoking Services and NHS health check programme, advocating public health principles and action to protect and improve health and wellbeing.

Work closely with the stop smoking service provider and support them in encouraging pharmacies to sign up to the contract for smoking cessation via proactively visiting and forming robust and mutually beneficial working partnerships.

Proactively approach health professionals (e.g. GPs, Pharmacists, Community Nurses, Health Visitors, Dentists, Hospital staff), other social care providers (e.g. Charities, refugee agencies, Social Care Workers) and community groups (e.g. BAME groups, LGBT groups) to promote the specialist Stop Smoking service and develop robust referral pathways.

KEY ACCOUNTABILITIES:

Project Management

1. Project managing aspects of tobacco control and healthcare public health work as directed by Public Health Principal.
2. Working alongside the Public Health Principal and supporting the delivery and monitoring of the Tobacco Control Strategy.
3. Organising Tobacco Control Alliance meetings, monthly and quarterly performance review meetings and a range of training events, participating in event facilitation, thereby building and maintaining network cohesion, network communication and service quality.
4. Administrating, supporting and managing meetings involving multiple partners from across a range of statutory and non-statutory organisations. Preparing agendas, papers, taking minutes, writing reports and project managing some elements of local tobacco control actions plans.
5. Ensuring accurate and timely reporting as per agreed deadlines.

Service Improvement

6. Supporting the delivery of the commissioned services ensuring they achieve optimum efficiency, safety and best practice among stop smoking service and NHS health check programme.
7. Supporting the local stop smoking service; promoting a range of settings, service options and safer alternatives to smoking; delivering national, regional and local campaigns to support residents to set a quit date and quit smoking; and promoting harm reduction activities.

Service Performance

8. Supporting compiling activity and performance data for reporting to the Public Health Team, the council including elected members, the local Health and Wellbeing Board, the Office for Health Improvement and Disparities (OHID), and others as necessary.
9. Scheduling and supporting annual provider audit site visits and other quality assurance mechanisms.

Relationship and Communication

10. Providing a central role in network communication and being a point of contact for provider support request, queries and issues.
11. Supporting all relevant public health communication and marketing campaigns, sometimes attending health promotion events, and to undertake specific non-specialist research duties.

General Accountabilities

12. Working within the values of the public health ethos of health equity and evidence-based practice.

KEY RELATIONSHIPS

- Line management by the Public Health Principal managing the tobacco control and NHS health checks portfolio
- Working closely with Public Health Team and Community Champions
- Ealing Council directorates and teams, particularly Community Engagement and Communications colleagues, and democratic services support to the Health and Wellbeing Board
- West London NHS Trust, in particular the Smokefree Ealing team
- Elected members
- Local communities
- Health and Wellbeing Board members
- NHS NWL integrated care system (ICS)
- Ealing BBP, including General Practice, Pharmacy, Ealing Community Partners, and NHS secondary healthcare providers
- Ealing Community and Voluntary Service (EHCVS) and voluntary providers.
- NHS England
- Office of Health Improvement and Disparities
- Greater London Authority
- Local Businesses

AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):

People: This post has no line management responsibilities.

Policy: This postholder will be supported to develop recommendations and policies, both universal and targeted, across systems, to improve population health outcomes across Ealing.

Financial: This post will be delegated the responsibility of monitoring the budget for tobacco control and NHS health checks. Overall responsibility for the programme's budget management will sit with the Public Health Principal.

Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

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

ESSENTIAL KNOWLEDGE, SKILLS & ABILITIES:

- 1) Good understanding and knowledge of stop smoking service and NHS health check programme or related public health programmes and procedures required for the role to improve health and reduce health inequalities.
- 2) Good knowledge of national relevant public health strategy, policy, evidence. Experience of implementing learning from this evidence base at a local level.
- 3) Good knowledge and understanding of local authorities, health organisations, voluntary, community and faith sectors and the context in which they operate.
- 4) Strong project management, performance monitoring and project evaluation skills.
- 5) Strong interpersonal and negotiating skills, including the ability to deal with difficult issues that may arise from time to time with external contractors, staff and/or service users in a calm and constructive way.
- 6) Strong communications skills in writing and verbal reporting with a wide range of people, and in both formal and informal settings, including delivering presentations and training to a wide audience such as senior management, internal and external stakeholders, and system partners.
- 7) Ability to collate, analyse, and interpret financial and national and local service activity data, and present to a range of audiences
- 8) Ability to communicate effectively with local community organisations and develop rapport with them and work together to improve health and wellbeing locally.
- 9) Knowledge and skills in best practice community engagement approaches including co-production methods.

- 10) Ability to work under pressure, meet tight deadlines and prioritise.
- 11) Understanding and application of Equal Opportunities issues and legislation within the day-to-day role, including good knowledge and skills of inclusion and cultural competence.
- 12) Ability to work effectively in a political environment and establish positive relationships with councillors, senior managers, staff, external partners and interest groups in a way that establishes confidence, credibility and trust.
- 13) Good IT Skills- such as PowerPoint, Excel and Word.

**ESSENTIAL QUALIFICATION(S), EXPERIENCE AND REGISTRATION
(e.g. HCPC)**

- 1. Degree level qualification or equivalent experience
- 2. Project Management experience or formal training (i.e. PRINCE II)
- 3. Experience of working in partnership with a host of different partners
- 4. Experience of community engagement

Values & Behaviours

Improving Lives for Residents	Trustworthy	Collaborative	Innovative	Accountable
• 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	• Does what they say they'll do on time • Is open and honest • Treats all people fairly	• 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	• 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	• Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards