

## Director of Public Health

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**Directorate:** Health & Wellbeing

**Post Number:** P115453

**Division:**

**Grade/Salary:** £116,894

**Section:**

**Reports to:** Chief Executive

### Job Purpose

Under the overall direction of the Chief Executive the post holder will be fully responsible and accountable for the strategic leadership of a portfolio of services and functions concerned with Health and Well Being and also ensure high quality and cost effective service delivery.

The post holder will be the senior advocate for Public Health across the Borough of Dudley and take the lead in activities designed to both promote and protect health and wellbeing with a particular emphasis on tackling health inequalities, improving health care quality through active partnership working within and outside the Council. The Director will lead a team responsible for the development of a strategic needs assessment for the local population and for the delivery of Health protection, Health Improvement and Public Health services.

The Director of Public Health and Wellbeing will be 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 and Wellbeing will be a statutory member and the main source of health advice to the Health and Wellbeing Board. S/he also 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.

### Statutory Responsibilities

The Director of Public Health and Wellbeing will be a statutory Chief Officer of the authority acting as the principal adviser to elected members and officers, on all health matters 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 their local authority'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 their local authority's functions in planning for, and responding to, emergencies that present a risk to public health
- their local authority'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

## Context

The postholder will understand and enhance the health of the people of Dudley and adopt an approach which:

- 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
- Provides 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
- Promotes 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
- Promotes advocacy and influence in relation to national and local policy development

## Specific Responsibilities

1. Ensure effective delivery of Health protection by taking action to remove threats and minimise risks with specific regard to;
  - dealing with infectious disease threats including food and water borne disease supported by local UKHSA
  - preparing for emergencies including pandemic influenza
  - providing advice and challenge, especially advising on environmental threats including pollution, noise and contaminated land



- effective incident control and associated communication
  - co-chairing the Local Health Resilience Partnership when applicable
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- 2 Quality assure local arrangements so that proactive prevention and control planning is undertaken alongside where appropriate effective emergency planning processes.
  - 3 Ensure that a high quality strategic needs assessment is undertaken for Dudley's population and commission appropriate health and wellbeing initiatives based upon it ensuring specific issues such as childhood obesity and smoking are tackled.
  - 4 Ensure development of healthy, sustainable and cohesive communities through a clear strategy formulated by the Health and Wellbeing Board, the wider Council and partners.
  - 5 Develop a strategy for reducing health inequalities
  - 6 Advise on and ensure any required immunisation and vaccination programmes are effectively undertaken
  - 7 Take a strategic lead officer role in the Council's relationship with the NHS and the local ICB and Integrated Care System. Provide appropriate challenge to NHS bodies in respect of their responsibilities for the health of Dudley's population.
  - 8 Provide Public Health strategic leadership to the integration of health and social care services
  - 9 Take a lead role through the Health and Well Being Board to build strategic alliances and partnerships.
  - 10 Ensure that the Council maintains and further develops productive working relationships with other relevant public and voluntary agencies to enhance the health and well-being of Dudley's population.
  - 11 Provide a high quality annual report on health matters and key trends in Dudley and ensure that its key messages are presented and communicated to a variety of stakeholders and audiences.
  - 12 Act as the Council's lead ambassador and advocate for health and wellbeing through use of local campaigns and the potential of communication networks (including social media)
  - 13 To be accountable for the budget including reporting on the use of the Public Health ring-fenced grant



- 14 Ensure that authoritative health advice is given to local commissioners of health services based upon needs analysis and that commissioning groups are able to contribute to local health improvement plans through strong evidence based commissioning.
- 15 Provide professional leadership to the professional health team and ensure that capacity is built by encouraging access to continued high quality professional development
- 16 Ensure that the Council is at the forefront of on-going developments in health improvement and health protection in order to improve the quality of life for local residents of all ages.
- 17 Ensure coherence of service provision for health improvement and health protection across various age groups and also across the main service disciplines of education, social care and health.

## Corporate Responsibilities

1. Support the Chief Executive in the interpretation of political priorities and assist in the development of the Council's approach to the commissioning of services that are effective in meeting agreed corporate objectives.
2. Ensure that there is an active approach to risk management and health & safety management within the directorate.
3. Participate as required in the Council's corporate resilience, emergency planning and business continuity arrangements.
4. Support Elected members through attendance at formal meetings of the Council and Cabinet when required
5. Undertake a lead corporate role as directed by the Chief Executive on corporate cross cutting service developments and initiatives as well as major transformational projects.
6. Lead by example, behave in accordance with the Dudley Council Values, leadership accountabilities frameworks, and conduct duties within the council's code of conduct, professional and legal standards.
7. Ensure MyAnnual Review appraisals are undertaken across the directorate to ensure development of skills and expertise in identified areas. As well as developing his/her own skills and expertise in a professional manner.

## Special Conditions



This is a politically restricted specified post as defined by the Local Democracy, Economic Development and Construction Act 2009.

This post is subject to the DBS/CRB checking process

Driving Licence will be subject to checking with the DVLA. It is a council requirement to have Business Use Car Insurance and a valid MOT certificate (For cars over 3 years old)

## Management arrangements

The Director of Public Health will be professionally accountable to the Council (and Secretary of State for Health through) the Regional Director of Public Health, Office of Health Improvement and Disparities) and managerially accountable to the Chief Executive on the statutory aspects of Public Health.

## Professional Obligations

The Director of Public Health will be expected to:

1. Participate in the Dudley MBC's performance and development review (appraisal) scheme 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

The job description will be subject to periodic review in consultation with the post holder in the light of the future needs of the council and the development of the speciality of public health and any wider national and/or legislative developments or statutory requirements in the field of public health.

Prepared by            Assistant Director People & Inclusion

Review Date            7<sup>th</sup> August 2023



## Person Specification

The post holder will be expected to demonstrate associated qualities from the Leadership Accountabilities. In addition, the successful candidate will have attained:

Qualifications	Essential	Desirable
Educated to post graduate level with a relevant professional qualification in Public Health.	✓	
Inclusion in the GMC specialist register / GDC specialist list or UK Public Health register.	✓	
Meet minimum continuing professional development requirements in accordance with Faculty of Public Health requirements.	✓	
A leadership qualification or evidence of extensive study of leadership and management.		✓
Evidence of a strong commitment to further accredited professional development.	✓	

During the selection process a successful candidate will be required to evidence:

Knowledge and Experience	Essential	Desirable
Significant experience of effective Public health practice at a senior level.	✓	
High level of understanding of and experience in the areas of epidemiology, public health statistics, public health practice, health promotion, health economics and healthcare evaluation.	✓	
An understanding of major trends impacting on the governance and delivery of health services at national, regional and local scales and their interface with other key services such as Social Care.	✓	
A strong track record of contributing to and also leading transformational change within a large organisation.	✓	
Developing and ensuring effective service provision within a fast changing financial and political environment.	✓	
Proven experience of effective financial management including budgetary planning, monitoring and control within tight financial constraints.	✓	
Significant experience of working successfully with elected members within political frameworks and a democratic public sector context.	✓	
Substantial and successful experience of developing strategic partnership working with a range of statutory, non-statutory agencies and other key bodies that impact on health and well-being.	✓	



Thorough knowledge of legislative and structural context of services and functions associated with the portfolio area.	✓	
Excellent communication skills –written and oral appropriate to a variety of audiences.	✓	

