



**City of York Council
Director of Public Health**

Job Title: Director of Public Health
Full time post
This post in City of York Council, works in close partnership with NHS Vale of York Clinical Commissioning Group (CCG)

Responsible to: Director of Communities and Neighbourhoods City of York Council

Accountable to: Professional accountability to the Secretary of State through Public Health England. Managerial accountability to the Chief Executive for statutory public health responsibilities, with line management by the Director of Communities and Neighbourhoods

Managerially

Responsible for: The Public Health Team (see organisation chart)

Base: This post is based in West Offices, Station Rise, York

Job Summary

The Director of Public Health (DPH) is the most senior advocate for the health of the population across the city of York. Working closely with the Executive Team and the CCG, the DPH will have lead responsibilities for promoting and protecting health and wellbeing, tackling health inequalities, and contribute to driving up healthcare quality and cost-effectiveness. The DPH will be responsible for ensuring the most effective use is made of the Public Health Grant and public health budget in order to fulfil these goals. The DPH is responsible for strengthening capacity across the whole public sector to improve the health of the population.

The DPH provides strategic leadership and plays a key role in developing strong partnerships with and influencing key stakeholders in the city to ensure the widest possible participation in the achievement of Public Health Outcomes on behalf of the local authority. This includes leading the Team which will commission services, oversee the Public Health “core offer” supporting the CCG in the development and delivery of the most efficient and effective pathways in health improvement and care; work closely with the Directorate of Children’s Services, Education and Skills to optimise the health and wellbeing of children and young people; and place shaping to create a health promoting physical, social and cultural environment for the future. It is expected that the post holder will have a direct influence on service planning in the council across all Directorates and on CCG commissioning to improve health and reduce inequalities.

The post holder will play a key role in developing the health and wellbeing agenda, and has a statutory seat on the Health and Wellbeing Board. The DPH will work closely with the Leader, Executive and the relevant portfolio holders to develop the public health agenda and influence the on-going development and delivery of the Joint Health and Wellbeing Strategy, based on public health intelligence. S/he will have overall responsibility for production of the Joint Strategic Needs Assessment, which is produced in a rolling programme by the Public Health Team. The DPH will take an active role in the Health and Social Care Policy and Scrutiny Committee and its work.

The post holder will be required to:

- Be a transformational and visionary leader
- Fully understand and be committed to addressing the relationships and cultures of organisations that impact on the wider determinants of health
- Bring a high level of intellectual rigour and personal credibility to the collaborative and commissioning agendas
- Be highly visible to ensure in depth knowledge of communities and better working between the public and local organisations
- Demonstrate high levels of political awareness, be able to work to different organisational cultures and to plan and implement programmes for short and long term health gain
- Be able to co-ordinate high quality advocacy across all three domains of Public Health – health improvement, health protection and healthcare Public Health.

- Have exceptional people management skills both in relation to developing the public health community and in helping to develop the public health leadership of organisations and the wider workforce
- Have proven record of previous accomplishments in improving the health of communities
- Proactively contribute to the social and economic development of the City

Experience in working at a senior level in a Local Authority setting would be preferred.

Key responsibilities:

The DPH will:

- Be responsible for the health of the local population for delivery of key public health goals.

This will involve:

- Supporting the Chief Executive in delivery of the Public Health outcomes, making best use of the ring fenced public health budget to achieve this
 - Contributing to the full range of Local Authority and CCG functions, and using the opportunities of system reform, regulatory and performance arrangements to ensure that public health goals are at the heart of local authority and local NHS agendas
 - Working with the Executive and the Policy & Scrutiny Committees
 - Acting as a key advisor to, and Member of the Health and Wellbeing Board
 - Supporting the requirements of national and regional preventative strategies
 - Working with key partner agencies
 - Be responsible for reporting on influences on health and wellbeing.
 - Producing an independent annual report on the health of the local population
- Be a key source of public health leadership and expert advice to the Local Authority and CCG on all aspects of public health ensuring that resources are brought to bear across the public sector to promote health and well-being for the whole community.

This will involve:

- Leading on behalf of the Local Authority communication dissemination, implementation and delivery of national, regional and local policies and health strategies, developing inter-agency and inter-disciplinary strategic plans and programmes, with delegated board or organisational authority to deliver key public health targets
 - Being responsible for the development and implementation of multi-agency long-term public health programmes as required, based on the identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities
 - Ensuring proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, housing, the environment and sustainability.
- Lead and drive programmes to improve health and wellbeing and reduce inequalities
 - Working collectively across the Local Authority, in particular the Business Intelligence Hub, and with the CCG and Commissioning Support, in collaboration with Public Health England to ensure the development and utilisation of major information and intelligence systems and the best available evidence base. To ensure regular joint reviews of the health and wellbeing status and needs of the population, and to undertake the assessment of health inequalities, health impact assessment and the identification of areas for action within the local population.
 - Take lead responsibility for providing assurance that a range of public health functions are being delivered safely and effectively across the city of York including:
 - Population Screening within the national programmes
 - Immunisation programmes
 - Seasonal 'Flu campaigns
 - Emergency preparedness across the wider health system and public sector to be able to respond to incidents with potential for harm to the population.
 - Advising on the health impact of policies and changes of policy which may affect health, as part of the place-shaping agenda
 - Undertaking health equity audits to identify health inequalities and how to mitigate health damaging policies and actions.
- Play a powerful role in forging partnerships with, and influencing all local agencies to ensure the widest possible participation in the health and wellbeing agenda.

This will involve:

- Working collectively with Council director colleagues, CCG director colleagues and other partners to lead the development of 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 / or reduced life expectancy, in partnership with a range of statutory, non-statutory, voluntary and private sector agencies
 - Working collectively with commissioners to provide expert public health advice and leadership to support and inform an evidence-based and ethical approach to commissioning and to planning high quality equitable services, across primary, secondary and social care
 - Working with primary care professionals and community staff, local NHS Trusts and voluntary sector organisations to raise awareness of their public health role, and to strengthen their public health leadership
 - Working collectively with Council and CCG Director colleagues and key partner agencies to lead on the integration of services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets and improved health and wellbeing
 - Being the chief source of local public health leadership and advocacy, and strengthening public understanding and capacity to improve health
 - Working with colleagues in the local Universities to support research and innovation
- Work closely with Public Health England, and other relevant organisations to ensure high levels of local resilience.

This will involve:

- Taking responsibility for safeguarding the health of the population in relation to communicable disease (including delivery of immunisation targets) and non communicable environmental hazards
 - Communicating effectively and accurately with a wide audience including the media and the public in emergency circumstances such as communicable disease outbreaks, chemical incidents and incidents related to immunisation and screening.
- Be a highly effective leader for the Directorate's Public Health portfolio, and ensuring its appropriate contribution to wider public health networks

and to bringing public health practice, teaching and research together as appropriate:

This will include:

- Participating in managing organisation change processes
- Managing some public health staff [Consultants/PH Specialists in Public Health (Assistant Director equivalent) and others] including recruitment, appraisals, disciplinary and grievance responsibilities
- Holding local public health budgets
- Providing educational supervision and support to Registrars and other trainees in public health
- Encouraging placements and secondment opportunities

The job description will be subject to review in consultation with the post holder and in the light of the needs of the council and the development of the specialty of Public Health and any wider developments in the field of Public Health.

In addition to the key tasks highlighted above it is expected that the post holder will have to undertake other functions at different times and so have the requisite competencies. It is expected that the post holder will be able:

Surveillance and assessment of the population's health and well-being

- To ensure the proper design, development and utilisation of major 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 NHS, local authority 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.

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 develop high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations, etc, 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 the Council on the communication, dissemination, implementation and delivery of national, regional and local policies and health strategies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated board or organisational authority to deliver key public health targets.
- To act in expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health at Corporate Management Team 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 play a full part on the corporate agenda of City of York Council, related to the creation of health and wellbeing and health protection functions
- 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.
- To contribute to the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets working alongside other senior colleagues

- To work with primary care and other community staff to raise awareness of their public health role.

Health Improvement

- To be responsible for designated areas of health improvement programmes, public health surveillance or population screening or geographical areas.
- To take a board or equivalent level 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 achieving Value for Money.

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 by holding Public Health England and NHS England to account.
- To assure the Council that all parts of the Public Health system are functioning safely and effectively
- To assure that effective local arrangements are in place for continuous specialist Public Health cover (i.e. out-of-hours) 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.

Service Improvement

- To provide expert advice to support evidence based commissioning, prioritisation of services for the population in order to maximise opportunities for health.
- To be responsible for implementation of NICE/National Service Frameworks or equivalent national standards / guidance and frameworks.
- To be responsible for clinical governance within the local authority and assuring that arrangements are satisfactory in commissioned services

- To review evidence and providing 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 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 PHO and/or 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 to inform equitable service and reduce health inequalities
- To develop links with academic centres an appropriate to ensure the work of the organisation is based on a sound research and evidence base and contributes to furthering knowledge
- To develop public health capacity through contribution to education and training and development within the directorate, and within the wider Council, NHS and non NHS workforce.

Medically qualified members of the Public Health team are expected to play certain roles in medical leadership, in relationships with the medical profession and in bringing a medical perspective to public health advice. A medically qualified holder of this post would be expected to share these roles with other medically qualified members of the team and the region.

Key External Relationships and Partners

- NHS Vale of York Clinical Commissioning Group
- Public Health England
- NHS England
- Health & Wellbeing Board partners
- Yorkshire & Humber Directors of Public Health
- North Yorkshire County Council Public Health Team
- FUSE (knowledge translation across the 5 Universities)
- Health Education England /Deanery

- General practitioners, optometrists, pharmacists and general dental practitioners
- Practice managers and other practice staff
- Local professional committees (principally YorLMC, Community Pharmacy North Yorkshire)
- NHS Trust executives, managers and clinical staff
- Local voluntary organisations (via York Centre for Voluntary Services)
- Independent sector organisations (e.g. Chamber of Commerce)
- Institute for Innovation and Improvement
- Care Quality Commission
- National professional associations

Management Arrangements

The post holder will be accountable professionally to the Chief Executive of the Council. Managerial accountability for the public health responsibilities, as laid out in the Act, with line management by the Director of Communities and Neighbourhoods. There will be one set of jointly agreed objectives.

Arrangements for professional appraisal will be facilitated by Public Health England as required for revalidation as well as for performance review against management objectives.

Professional Obligations

The post holder will be required to:

- Participate in the City of York Council's staff appraisal scheme and department audit, and ensure appraisal and development of any staff for which s/he is responsible.
- Contribute actively to the training programme for Foundation Year Doctors/SHOs/trainees as appropriate and to the training and development of practitioners and primary care professionals within the locality, using the public health knowledge and skills and career frameworks.
- Pursue a programme of CPD/CME, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register of the UK Public Health Register or other specialist register as appropriate.

Corporate Responsibilities

The post holder will be expected to:

- Contribute to the full range of local authority responsibilities and use the opportunities of the system reform, regulatory and performance management arrangements, to ensure that public health goals are at the heart of the local authority and local NHS agenda
- Contribute to the local authority corporate agenda, team building, and organisational development using appropriate management skills and behaviours
- To play a key role, as a member of City of York Council's Corporate Management Team in the effective corporate and strategic management of the Council
- Work with other public health colleagues to strengthen public health capacity and delivery across the region/country.

The post holder has the following corporate responsibilities to:

- Contribute to developing the Council's vision, strategic direction, values and building the culture of a learning organisation committed to high quality and continuous improvement
- Contribute to the corporate management and clinical and organisational development of the Council
- Ensure the Council meets its annual financial and non financial related targets.
- Ensure the overall effective governance of the Council
- Provide professional/managerial advice to the Executive as well as to other city wide functions/committees.
- Make a positive contribution to excellent communications across the Local Authority ensuring effective communication with staff and staff involvement.
- Demonstrate full commitment to the performance management of staff throughout the Council through a performance review and personal development planning process,
- Represent the Council on external bodies and to support the development of effective partnership working with all partner organisations.
- Participate in the Council's chief officer on-call arrangements.

Additional Notes

This describes only the principal duties and responsibilities of the post-holder. There are many other responsibilities implicit in these tasks, including the need to be mobile and work flexibly.

1 STATUTORY OR SPECIALIST KNOWLEDGE, SKILLS AND/OR EXPERIENCE REQUIRED

<p>IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005.</p>		
<p> </p>		
Education/Qualifications	<i>Essential</i>	<i>Desirable</i>
Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists	X	
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	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.	X	
Applicants must meet minimum CPD	X	

requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body		
Member of the Faculty of Public Health by examination, by exemption or by assessment		X
Personal qualities		
Strong commitment to public health principles	X	
Able to prioritise work, and work well against a background of change and uncertainty	X	
Adaptable to situations, able to handle people of all capabilities and attitudes	X	
Commitment to team-working, and respect and consideration for the skills of others	X	
Self-motivated, pro-active, and innovative	X	
High standards of professional probity	X	
Experience		
Project management skills	X	
Staff management and training	X	
Practical experience in facilitating change	X	
Budget management skills	X	
Training and mentoring skills		X
Scientific publications, presentation of papers at conferences, seminars etc		X
Skills		

Strategic thinker with proven leadership skills	X	
Excellent oral and written communication skills (including dealing with the media)	X	
Effective interpersonal, motivational and influencing skills	X	
Ability to respond appropriately in unplanned and unforeseen circumstances	X	
Good presentational skills (oral and written)	X	
Sensible negotiator with practical expectation of what can be achieved	X	
Substantially numerate, with highly developed analytical skills using qualitative and quantitative data	X	
Computer literate	X	
Ability to design, develop, interpret and implement policies	X	
Ability to concentrate for long periods (e.g. analyses, media presentations)	X	
Resource management skills	X	
Knowledge		

High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.	X	
Understanding of NHS and local government cultures, structures and policies	X	
Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice	X	
Understanding of social and political environment	X	
Understanding of interfaces between health and social care	X	

Appendix 1

GENERAL CONDITIONS

Terms and conditions of service

The post is subject to City of York Council terms and conditions of service and relevant organisational employment policies with the retention of membership of the NHSPS where appropriate.

On call arrangements

There are currently no formal public health on call arrangements, however as a Chief Officer the post holder will be part of the council's general chief officer on call arrangements

Indemnity

As the post holder will only be indemnified for duties undertaken on behalf of City of York Council. The post holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of the City of York Council.

Flexibility

The post holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within new structures.

Confidentiality

All DPHs/consultants/PH Specialists have an obligation not to disclose any information of a confidential nature concerning customers, employees, patients, contractors or the confidential business of the Council. The post holder will show exemplary Information Governance practice.

Public Interest Disclosure

Should the post holder have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

Data Protection

If required to do so, the post holder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The post holder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the Data Protection Act.

Health and Safety

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, customers and visitors.

Equal Opportunities Policy

It is the aim of the Council to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable.

Smoking policy

Smoking is not allowed in the work place.

DBS

There is a requirement for the post holder to be subject to a Disclosure and Barring (DBS) check.