

## CONSULTANT IN PUBLIC HEALTH / CONSULTANT IN PUBLIC HEALTH MEDICINE

<b>Employing Organisation:</b>	Sandwell Metropolitan Borough Council
<b>Title:</b>	Consultant in Public Health /Consultant in Public Health Medicine (Full Time / Part Time / Job Share)
<b>Accountable to:</b>	The postholder will be dually accountable: <ul style="list-style-type: none"><li>• managerially to Sandwell Local authority</li><li>• professionally to the Director of Public Health</li></ul>
<b>Grade:</b>	Local Authority Hay Grade Senior Manager

**Managerially responsible for:** Staff designated under the revised structure as working predominantly in the increasing disability free life expectancy

### Appointment

This is a full time/part time/job share post for a CPH/CPHM to Sandwell Metropolitan Borough Council based at Oldbury Council House.

### Job Summary

Will have specific responsibility for programmes, policies and services across a range of public health priorities. Will have a high degree of professional autonomy and freedom to act within his/her area of expertise. Consultant posts are the most senior posts and carry a high degree of professional responsibility and integrity under the Director of Public Health. CPH posts have the highest degree of freedom to act below director level, and the highest breadth of knowledge, skills and expertise which may be higher than that exercised by the DPH. The level of mental effort required is the highest in the directorate. The postholder will be expected to instigate, develop and maintain the highest level of directorate competence, enhancing working relationship within the directorate and within the council at all times.

### 1. Principal duties

For Sandwell Council

1. Will have specific responsibility for programmes, policies and services across the place and people agenda.
2. The postholder will have responsibility for the implementation and delivery of national and regional policies at local level, and for the development and implementation of local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated organisational authority to deliver a range of public health targets.
3. Ensuring the safety of service and investigation of untoward incidents, including deaths in service

4. To input into the development of academic teaching, research and PH workforce development, leading on portfolio areas.

#### Professional duties

- 1.1 Will develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data
- 1.2 Will be responsible for a team of staff including delivering training programme as appropriate. Examples of such staff may include Programme Managers, Project Managers, and Public Health Registrars.
- 1.3 Will be responsible for the day-to-day management of a group of staff, and be responsible for the allocation/placement and supervision of qualified staff or registrars, *and* be responsible for teaching/delivery of core training on a range of subjects or for specialist training, and/or be responsible as a line manager for a single function
- 1.4 Will be an authorised signatory, budget holder *and* monitor or contribute to the formulation of department/service budgets and financial initiatives *and/or* be a budget holder for a department service
- 1.5 Will undertake and commission relevant public health research, *and* commission audits / projects, *and* translate research findings into local public health practice
- 1.6 Will provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and developing high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organizations.

## **2. The employing organization see appendix**

## **3. Directorate of Public Health**

- 3.1 Current staffing  
Details of current structure and organisational chart of the public health directorate attached.
- 3.2 IT, secretarial support and other internal resources:  
List facilities supporting research, equipment for which the postholder is responsible including that used by other people, administrative and secretarial posts, IT, library facilities etc.
- 3.3 Training and CPD arrangements:  
The West Midlands Postgraduate Deanery on behalf of the General Medical Council and UK Public Health Register approves the department for the training of public health specialists. We have three training posts for Specialty registrars and 2 for Foundation Year Senior House officers. We also offer informal placements for statisticians, geographers, environmental health officers and others with an interest in or involved in public health practice.

#### **4. Management arrangements**

The postholder will be professionally accountable to the employing authority and managerially accountable to the employing authority via their line manager, usually the Director of Public Health or equivalent. Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post based on the draft job plan attached. This job plan will be reviewed as part of the annual job planning process.

The postholder:

1. Will manage staff as set out in 3.3. In addition, the postholder will manage specialist trainees.
2. Will manage budgets of around £5m
3. Will be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements.
4. Will be expected to deputise for the Director as required.
5. Will manage Specialty Registrars in Public Health.

#### **5. Professional obligations**

**The postholder will be expected to:**

- 5.1 Participate in the organisation's staff appraisal scheme and departmental audit, and ensure appraisal and development of any staff for which s/he is responsible
- 5.2 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
- 5.3 Pursue a programme of CPD, 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 or the UK Public Health (Specialist) Register or another specialist register as appropriate.
- 5.4 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.

These professional obligations should be reflected in the job plan.

#### **6. Personal Qualities**

Will be expected to be able to cope with multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigor, political awareness, negotiation and motivation skills and flexibility are required. Deal with complex public health issues, advise the health and wellbeing board and make recommendations regarding services, patient care and wider determinants of health. A high level of tact, diplomacy and leadership is required and an ability to understand other cultures, advise, challenge and advocate to enable effective working across organizational boundaries and influencing without direct authority.

## **7. Key tasks**

The job description will be subject to review in consultation with the post holder in the light of the needs of the employing organization and the development of the specialty of public health and any wider developments in the field of public health.

## **CORE COMPETENCY AREAS**

### **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 local policy forming reports on the health of the population of Sandwell.

### **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, priority setting for services for the population (and in some circumstances for the individual) to maximise opportunities for health.

### **Policy and strategy development and implementation**

- To lead on behalf of the *Sandwell* 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 the *Sandwell* 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, non-statutory, 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 contribute to 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.

## **DEFINED COMPETENCY AREAS**

### **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 and contributing to the on-call rota 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 for the council on the development 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 are 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 to inform equitable service and reduce 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.

Consultant members of the public health team are expected to play certain roles in relation to clinical leadership, in relationships with the healthcare professions and in bringing healthcare perspectives 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.

## PERSONNEL SPECIFICATION

### CONSULTANT IN PUBLIC HEALTH /CONSULTANT IN PUBLIC HEALTH MEDICINE

#### Sandwell

**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.**

<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	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 [see shortlisting notes below for additional guidance]	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
<b>Personal qualities</b>		
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	
<b>Experience</b>		
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
<b>Skills</b>		
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	
<b>Knowledge</b>		
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 – I

### **The employing authority Sandwell**

Sandwell is a metropolitan (unitary) borough council of some 309000 inhabitants, located in the West Midlands, between Birmingham and Wolverhampton. With Walsall, Dudley and Wolverhampton it makes up the 'Black Country'. It has a proud industrial history going back to the industrial revolution. It is now a post-industrial area which is rebuilding itself after severe decline since the early 1980s. It is still relying heavily on manufacturing industry, but is seeking to cut out a new future for itself in the creative, information and knowledge economy. It has a large proportion of its population from ethnic minorities who are seen as playing a vital role in regenerating the area. Sandwell is within easy reach of major leisure and cultural experiences and areas of outstanding natural beauty.

The public health directorate is now firmly established as a directorate of Sandwell Metropolitan Borough Council. It provides strong corporate leadership for public health in the council and covers the three domains of public health, health protection, health improvement and healthcare services public health. The last five years have seen a strong emphasis on outcomes and performance with major achievements in improving life expectancy, reducing teenage pregnancy and increasing immunization rates. These are reported in the award winning annual public health reports 'Five per cent for health' 2010 and 'Public Health: a new asset'. Our latest public health report 'The public health council' sets out our aspirations for whole council involvement in public health.

Sandwell has one clinical commissioning group, the Sandwell and West Birmingham Clinical Commissioning group. Its boundaries reflect the long term strategic partnership 'Right Care Right Here' which is reconfiguring clinical and social care across the Sandwell West Birmingham catchment area for the Sandwell and city hospitals.

Key health service facilities in Sandwell are: Sandwell and Western Birmingham NHS trust, formed in April 2002 by the merger of Sandwell hospital, Rowley Regis community hospital and City hospital Birmingham. The two acute hospitals serve a catchment area of 500,000 populations across Sandwell and western Birmingham. Considerable development work is underway with service reconfiguration and clinical networks developing across the Sandwell and Heart of Birmingham health economy in 'Right Care, Right Here' redesigning the hospital and primary care systems. There is a considerable requirement for support from public health practitioners to facilitate clinical networking with primary care and develop effective clinical services based on measured population health need.

Sandwell Council leads the Sandwell Health and Wellbeing Board. Public health expertise drives the agenda of the HWBB through the DPH annual report, the Joint Strategic Needs Assessment and the Joint Health and Wellbeing Strategy.

Sandwell public health services also have good working partnerships with regional colleagues and the universities of the region.

## **APPENDIX – II**

### **GENERAL CONDITIONS**

#### **Terms and conditions of service**

##### **On call arrangements**

The postholder will be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Sandwell. Suitable training will be provided for those who need it in discussion with Public Health England.

##### **Indemnity**

As the postholder will only be indemnified for duties undertaken on behalf of Sandwell the postholder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of the Sandwell and for private activity within Sandwell. For on call duties provided to other organisations as part of cross cover out of hours arrangements the Sandwell has confirmed that those organisations will provide indemnity for the postholder. These arrangements may differ across the four countries.

##### **Flexibility**

The postholder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. 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 the new and existing structures.

##### **Confidentiality**

A consultant has an obligation not to disclose any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

##### **Public Interest Disclosure**

Should a consultant 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 has a duty of candour and 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 postholder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The postholder 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, patients and visitors.

##### **Smoking policy**

The employing organisation has a policy that smoking is not allowed in the work place.

**Equal opportunities policy**

It is the aim of the employing organisation 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. To this end, there is an Equal Opportunities Policy in place and it is for each employee to contribute to its success.