

Job Description – Director of Public Health and Communities

Job Purpose

To improve the socio-economic, health and wellbeing, and environmental outcomes for children, adults and communities across Nottinghamshire, tackling inequity in outcomes achieved through:

1. System leadership (with a focus on the public health and communities spheres of influence of the Council) driving public service reform and improved outcomes for residents, with a particular system focus on prevention and early intervention
2. Leadership of the organisation (with a focus on public health and communities) as a senior corporate leader working in support of the Cabinet and Cabinet Member(s),
3. Statutory responsibility and accountability for those services that fall within the remit of the post and relevant Acts and Statutory frameworks.
4. Leadership and accountability for the Public Health and Communities Division, working to deliver Council and system priorities whilst meeting budgetary, service quality, statutory and regulatory requirements)
5. Positive, enthusiastic and dynamic leadership across the Council and wider system in the achievement of our vision and ambitions, playing a key role as a corporate and system leader in transforming services and delivering improved outcomes for residents.

Outcomes and how you achieve them

Each of these outcomes will be achieved through three tiers of responsibility for the role: through leadership of the system, leadership across the Council and Divisional leadership of Public Health and Communities services, resources and performance. In this post, you will be

- Achieving outcomes through others as well as directly within service area and across the Council.
- Influencing the shape and delivery of external services, shaping long term strategies of a range of public sector organisations, to achieve system wide outcomes
- Actively leading the shaping the public sector landscape to achieve our public health and communities ambitions, through designing the most effective and efficient way to deliver services through a mix of direct delivery, partnerships and collaborative endeavours.
- Leading the design and deliver services with a focus on early help and prevention, reducing the need for more complex and costly interventions, through understanding the core issues that exist for communities and population groups
- Adding value to communities and residents by driving system change that ensures services are delivered in a seamless, easy to access manner, through collaboration with other organisations and through a Council “one team” approach.

Collective leadership accountabilities and responsibilities of Corporate Leaders

- Act as a proactive senior corporate leader to drive the strong and effective corporate management of the Council’s services and delivery of the Council’s strategic plan.
- Contribute to and model “One Council” collaborative leadership.
- Leading/shaping/reforming systems and services to meet the outcomes and ambitions set by Members.

- Representing the Council at appropriate local, regional and national forums, seeking to champion and improve public services at a system level across Nottinghamshire and the East Midlands.
- Providing strategic, visionary leadership for Nottinghamshire and the Council, contributing to the delivery of the Council's strategic priorities.
- Navigating, leading and influencing complex relationships across services and system in Nottinghamshire, driving positive change through a wide range of organisations.
- Valuing and championing diversity and inclusion, ensuring the Council and wider systems meet the needs of disparate communities in Nottinghamshire by building equality of opportunity.
- Leading others through change and building 'future readiness' of services.
- Leading the whole organisation on cross cutting initiatives, improvements and strategic priorities.
- Support the democratic process, providing advice to elected members on the appropriate response to local, regional and national matters that have implications for Council services.
- Provide leadership and direction for the development and delivery of a sustainable medium term financial strategy and plan.

Service Responsibilities

Public Health

The Director of Public Health and Communities role is a change agent for all public health issues in their locality. S/he is a statutory chief officer of their authority and the principal adviser on all health matters to elected members and officers, 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 the health and wellbeing of the local population
- 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
- the local authority's public health response as a responsible authority under the Licensing Act 2003, such as making representations about licensing applications
- public health input into the Health and Wellbeing Board to contribute to the local system leadership (DsPH have a statutory place on the board under Section 194(2)(d) of the Health and Social Care Act 2012)
- writing an Annual Report on the health of the local population; the DPH has a duty to write a report whereas the local authority has a duty to publish it (Section 73(B)5 & 6 of the 2006 Act, inserted by Section 31 of the 2012 Act)
- such other public health functions as the Secretary of State specifies in regulations

The Director of Public Health and Communities is a registered public health specialist (i.e. included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR)).

Is a statutory member and principal source of public health advice to the Health and Wellbeing Board. S/he has a statutory responsibility to produce an independent annual report on the health of the population, to make progress on improving health and reducing inequalities.

Leads a team within the local authority responsible for the development of a strategic needs assessment for the local population and for the delivery of:

- Health Improvement
 - developing healthy, sustainable and cohesive communities through Health and Wellbeing Board and the wider Council and partners
 - developing healthy lifestyles for individuals and communities
 - tackling specific issues based on local needs assessment such as childhood obesity, smoking,
 - developing a strategy for reducing health inequalities

- Health Protection
 - dealing with infectious disease threats including food and water borne disease supported by local DHSE
 - preparing for emergencies including pandemic influenza
 - providing advice and challenge, especially advising on environmental threats including pollution, noise, fracking and contaminated land
 - co-chairing the Local Health Resilience Partnership when applicable

- Health services public health
 - population health care, including oversight and promoting population coverage of immunisation and screening programmes
 - supporting the commissioning of appropriate, effective, and equitable health care from the NHS locally

- supporting the integration of health and social care services

The post holder will be dually accountable:

- professionally to the employing authority Nottinghamshire County Council and the Secretary of State for Health through DHSC
- managerially to the Chief Executive, although on a day-to-day basis will report to the Corporate Director for Adult Social Care

Effective management of people, financial and other resources in the department, including legal compliance and management of risk. Responsibility for a balanced budget and ensuring that staffing resources are adequate to discharge the departmental functions.

Responsible for driving up the quality of the service offered, ensuring value for money and securing efficiencies.

Communities

This role is also responsible for the Council's community functions. A key component of the role will be to integrate public health and community functions in pursuit of improved outcomes and the embedding of the building blocks of good health and wellbeing within the work and ambition of the Council and its partners. Specific responsibilities within the Communities function are:

- **Community Safety and Public Protection:** Responsible for our public protection functions – Trading Standards and Emergency Planning. This includes significant statutory functions, and facilitation of statutory partnerships for community resilience and community safety.
- **Cultural Services:** Responsible for the commissioning, development and effective delivery of country parks services, library, adult learning, arts and school music provision.
- **Catering and FM services:** Commissioning, development and effective delivery of catering and FM provision, including school catering, cleaning and meals provision for vulnerable adults.

- Registration and Celebratory Services: Responsibility for the Registration and Celebratory Services functions,
- Other Communities functions: Responsibility for the effective delivery and development of the Council's community and voluntary sector funding arrangements; responsibility for the effective operation of the Homes for Ukraine and Household Support Fund schemes; and responsibility for miscellaneous community support, development and engagement programmes.
- Leading work across the health community systems with the overall aim of securing needs led and evidence-based commissioning, services and interventions that both improves health and tackles health inequalities.

Budget responsibility for: Direct responsibility for the entire PH grant (£45.5m in 2024/25), plus areas within the Communities and Public Health portfolio with gross budgets totalling in excess of £44.2m, plus significant influence on all aspects of the Council resources (c£1.2bn in total)

Direct line management for: Deputy Director of Public Health and Consultants in Public Health. Head of Trading Standards and Communities

Reports to: Executive Director of Place (with dotted line to the Chief Executive)

Total employees in your department: 180FTE

Person Specification – Director of Public Health and Communities

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. Further amended in June 2015

Education and Knowledge

1. Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists - This entails a Masters programme plus further specialist training (ESSENTIAL)

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

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

Personal skills and general competencies

6. Strategic thinker with proven leadership skills.
7. Excellent oral and written communication skills (including dealing with the media) in a range of situations, able to translate complex data into clear messages
8. Able to lead change both within and across organisations
9. Ability to lead and manage the response successfully in unplanned and unforeseen circumstances
10. Substantially numerate, with highly developed skills for the critical appraisal and synthesis of evidence from peer reviewed research and other sources
11. Ability to design, develop, interpret and implement strategies and policies

registers [see separate shortlisting notes at Appendix 1 for further guidance]

2. Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body.
3. Member of the Faculty of Public Health by examination, by exemption or by assessment.
4. Masters degree or equivalent.
5. In depth understanding of NHS and local government cultures, structures and policies.
6. In depth knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.

12. Able to lead and work within teams to deliver a set of outcomes successfully

13. Demonstrates expertise and commitment to public health principles

14. Commitment to working with range of stakeholders and communities to deliver health improvements

15. Ability to deal with complex public health challenges in a multi-organisational environment with widely differing governance and finance systems, often with no direct management (or other types of) authority

16. Ability to cope with multiple and changing demands, and to meet tight deadlines.

17. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity.

18. A high level of tact, diplomacy and leadership is required including the ability to work within political and other systems and at the same time maintain the ability to challenge and advocate for effective working within the local

7. Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health).

authority at senior level and across organisational boundaries to achieve public health outcomes.

Experience

1. Delivery of successful change management projects against defined outcomes within the available resources in a range of areas
2. Supporting and managing a range of staff
3. Management or support in health protection situations
4. Use of a range of media to deliver effective health behaviour or health promotion messages
5. Delivering services to communities that meet their needs and improved their outcomes.

The post holder will perform any duty or task that is appropriate for the role described

Annex 1: Faculty of Public Health Competencies

Appendix 1

FACULTY OF PUBLIC HEALTH COMPETENCIES

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

- Consultants are expected to be competent in designing and interpreting surveillance and information systems in such a way as to be able to present intelligence to a range of organisations and audiences.
- This includes being competent in epidemiological methods and statistical techniques. They are expected through their professional development programmes to keep up to date with new techniques and developments.

Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services

- Both understand and able to use methods of systematic reviews of evidence and be able to provide tailored expert public health advice and leadership to support and influence commissioning with the aim of developing 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.
- Able to lead or be an effective member of teams responsible for service development, evaluation and quality assurance in the context delivering outcomes/outputs for communities.

- To develop/provide expert advice and be able to influence systems for prioritisation of services for the population (and in some circumstances for the individual) in order to maximise health and wellbeing in the context of ethical frameworks and financial constraints.
- Up to date on providers of information on clinical and cost effectiveness of interventions and able to use the outputs to support local communities. In particular, take responsibility for ensuring outputs from NICE are routinely considered by the Health and care system.

Policy and strategy development and implementation

- To lead on behalf of Nottinghamshire County Council on the development, communication, dissemination and implementation and delivery of health and wellbeing policies, involving 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 and be able to exercise influence accordingly.
- To be able to take into financial, and equality and health inequality requirements in the development and implementation of multi-agency long-term public health programmes to support health and wellbeing improvement in the context of the local demography, geography and diversity.
- To be able to exercise influence on the programmes to with the determinants of health and their implementation including for example, community safety, planning, housing and sustainability.
- Able to ensure imaginative use of the Equality and Diversity legislation and other local government legislation in reducing inequalities in health outcomes.

Leadership and collaborative working for health

- Able to exercise leadership on both health and wellbeing issues as well as the wider determinants of health and across organizational and departmental boundaries with the specific purpose of improving health and wellbeing of communities.
- Able to work with primary care professionals, staff from NHS Trusts as well as other stakeholders and the public to raise awareness of public health issues and their public health role in that context.

- To lead on or support the integration of health, social services and voluntary organisations to promote effective joint working to deliver public health outcomes.
- To influence external agencies in their public health policy

Health Improvement, Health Care and Service Improvement

- Able to take responsibility and accountability for delivering health improvements for communities defined in terms of the protected characteristics, disease or geography.
- Understand the science of health, wellbeing and ill health and be able to use that knowledge in describing the health of communities as well as in designing interventions and influencing the public and the 3rd sector to deliver those interventions.
- Able to use 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.
- 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 lead the developments 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.

Health Protection

- Take responsibility for safeguarding the health of the population in relation to communicable disease, infection control and environmental health, including delivery of immunisation targets.

- 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.

Public Health Intelligence

- Analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make organization/audience specific recommendations and be able to influence decision making.
- 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 of DHSE and other organisations to strengthen local, regional and national public health intelligence and information capacity.

Public Health Teaching/ Research and Development

- Able to both undertake and when appropriate 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 public health R&D and related activities.
- Understanding epidemiological methods and statistical techniques routinely used and able to provide intelligence accordingly.
- Enable the LA to be a credible partner to local universities and enable the LA to take advantage of the national R&D strategy and associated activities.

- Contribute to education and training and development of all PH staff, and within the wider public facing workforce.



**Nottinghamshire
County Council**