

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Health & Adult Services

SECTION: Public Health & Wellbeing

GRADE: PO8

POST DESIGNATION (TITLE): Principal Public Health Manager (Population Health Management)/Public Health Strategist

This role will work as part of the public health team within the Royal Borough of Greenwich. The post delivers corporate and business objectives working closely with NHS partners to achieve better health and wellbeing outcomes for the residents of Royal Greenwich.

This role will be a lead for the Public Health team's prevention and healthcare public health offer; working collaboratively with partners and communities to ensure that the benefits of key preventative and healthcare activities are maximised for our population and that there is equity of access, experience and outcomes.

Purpose of Job:

To be responsible to the Associate Director: Inclusion and Neighbourhood Development for:

- I. Leading a complex Healthcare Public Health programme to improve the population health impact of healthcare and prevention programmes with a focus on improving cancer screening uptake and reducing cardiovascular disease (CVD) risk factors to contribute to addressing health inequality in Greenwich.
- II. Contributing to the development of the Neighbourhood working model in Greenwich and linking the wider public health agenda to the work programmes to support the prevention, delay and management of long-term conditions.
- III. Influencing the work of Primary Care Networks (PCNs), Integrated Neighbourhood Teams, General Practices, and other partners to build a collaborative approach to prevention within healthcare settings
- IV. You will have a specific Public Health lead for cardiovascular disease including specialist input into the commissioning arrangements for NHS Health Checks programme.
- V. Leading a range of activities and programmes that will ensure the effective and consistent implementation of services to address health inequalities,

including developing relevant strategies, policy, processes, clinical pathways and practices.

VI. You will bring a high level of expert public health specialist knowledge to bear in complex multi-agency development agendas (across range of specialisms), supporting long term population level plans and leading on their implementation and evaluation.

- Manages 2 directly managed staff
- Manages up to 5 indirectly managed consultancy/contracting staff.
- Will be responsible for supervising a range of staff from different organisations and teams including clinical staff as part of the delivery of programme/project teams. These project teams will cover a range diverse range of project areas.
- Both indirect and direct staff will work across multiple settings and from a range of different sites, including GP Practices, local hospitals, care homes and other residential settings and other community settings.

Main Duties:

1. Provide strategic leadership for healthcare public health, leading projects across multi agencies and key prevention approaches within Greenwich. This will include leading corporate and multi-agency strategy and policy development, initiating and implementing varied and multiple change management programmes, introducing organisational development activities and supporting commissioning activities.
2. Lead the local delivery of a diverse range of initiatives to address health inequalities at place and neighbourhood level. This will include diverse programmes such as improving cancer screening uptake, CVD risk factor prevention, diabetes prevention, NHS Health Checks and behaviour change programmes. You will lead the implementation of significant multi-agency programmes, evaluating impact and applying learning to help shape and influence the future design of local services, contracts and policies.
3. Be an advocate and champion for the use of a Public Health approach to help reduce health inequalities in Greenwich, inspiring commitment within the LA, ICB and the wider ICS to deliver population health driven outcomes and to put prevention and proportionate universalism at the centre of service design, planning and delivery.
4. Work effectively with a diverse range of organisations and people requiring a high level of creativity. This will include residents and community organisation; GP's and senior strategic leaders in the council; the ICB and the wider health and care system including politicians (councillors and MPs) in their roles as community leaders and shapers to facilitate or influence a range of activities. To do this you will apply your broad set of specialist knowledge and skills across a range of disciplines to help make sense of complex ideas, theories and data that will allow for more effective influencing and more informed decision making.

5. Contribute to the delivery of the health inequality focussed improvement work, particularly supporting health care settings to adopt a health equity approach to their work.
6. Take a Public Health specialist lead for cardiovascular disease, including supporting the HGP CVD workstream and specialist input into the commissioning arrangements for NHS Health Checks.
7. Identify opportunities to promote innovation and excellence in addressing health inequalities and improve outcomes for vulnerable communities.
8. Collaborate with partners and community sector organisations to co-produce innovative developments including leading the re-design of services, creating capacity to deliver services more efficiently for local communities.
9. Work closely with other teams who undertake population health management approaches such as Clinical Effectiveness SEL team and actively participating in a range of learning and development networks across the system. Working closely with Clinical and Care Professional Leads working in this area.
10. Take a lead in the proactive development and contribution to key relationships with a wide range of individuals and stakeholders including across the council, NHS, ICS, voluntary and community sector and other relevant partners to fulfil duties. This will enable effective influence, and where appropriate, the development and implementation of system wide priorities and programmes for public health action or improvement.
11. Lead transformative and creative ways of working to identify new solutions in often challenging complex situations. This will create the culture changes required to embed improvements in a sustained manner. You will be responsible for ensuring these learnings and developments influence ongoing policy.
12. Contribute to the development of complex and robust quantitative and qualitative information profiles/JSNAs, analyse and set up systems to monitor the health status of vulnerable sections of our community.
13. Support the creation of information governance policies/procedures, to enable data to be shared with PCN's and partners in the system to improve health outcomes and reduce inequalities.
14. The post holder will be expected to participate in ongoing professional development as a member of the public health team, such as health protection and understanding health improvement modules; and to be ready to flex their role when surge capacity is required, for example in the case of a large-scale health protection incident.
15. Where necessary for the job role or appropriate for continued development in the role, the post holder may be required to participate in training and development

courses made available via the Council's Apprentice Levy funding and other mechanisms, including the UKPHR programmes.

16. Co-ordinate the design and delivery of Health Needs Assessments and Health Impact Assessments, procuring additional capacity where required, and convening input and engagement with system partners, contributing to the development of the JSNA.
17. Undertake any other work appropriate to the level and general nature of the post's duties.
18. Undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
19. Perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.
20. Ensure that appropriate levels of emergency planning and business continuity management preparedness are in place for the service, and that your teams are appropriately briefed on their roles in an emergency.
21. Be responsible for undertaking employee investigations, hearings and appeals in line with the RBG policies and procedures.
22. Be responsible for providing mentoring opportunities to junior staff (e.g., graduates, apprentices etc.)
23. This post requires a Basic DBS
24. Undertake supervision/management of staff as and when required.
25. You may be required to undertake alternative, additional, or ancillary duties from time to time or transfer to another service department within the Council as the Council may reasonably direct to meet service user demand in the event of a crisis or emergency.

Person Specification

Job Title	Principal Public Health Manager (Population Health Management) / Principal Public Health Strategist
Grade	PO8
Service/Section	Public Health and Wellbeing
Directorate	Health and Adult Services

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Education/Qualifications	Essential/Desirable
Masters in Public Health or equivalent qualification or experience	E
Experience	
Delivery of successful change management programmes across organisational boundaries	D
Significant experience of working at a senior level in public health and primary care	D
Experience of using complex information to explain public health issues to a range of audiences	D
Knowledge	
Good understanding of the causes of and complexity in addressing health inequalities including specialist skills and knowledge in interplay of wider determinants of health, health protection and health improvement, on health.	E
Good of the health and care system and the relationships with both local national government	D
Good knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice including population health management	D
Understanding of the public-sector duty and the inequality duty and their application to public health practice	D
Skills and Abilities	
Able to influence range of senior staff including clinicians by applying your broad set of specialist knowledge and skills to help make sense of complex ideas and situations	E
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	D
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	D
Analytical skills able to utilise both qualitative and quantitative information	D
Ability to design, develop, interpret and implement strategies and policies	E
Equal Opportunities	
Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.	E
Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.	E

