

## ROYAL BOROUGH OF GREENWICH

### JOB DESCRIPTION

**DEPARTMENT:** Health & Adult Services

**POSTHOLDER:** Vacant

**SECTION:** Public Health & Wellbeing

**GRADE:** Chief Officer Grade D

**POST DESIGNATION (TITLE):** Assistant Director of Public Health / Consultant in Public Health (full-time)

**ACCOUNTABILITY:** The post holder will be professionally accountable to the Royal Borough of Greenwich, and managerially accountable to the Director of Public Health

**APPOINTMENT:** This is a new Assistant Director / Consultant in Public Health position working across the whole population of the Royal Borough of Greenwich (circa 290,000). The post is based in the council's headquarters in Woolwich, but the council operates a hybrid working system whereby staff work both in the council office and in other settings including home working, depending on the business needs of the role.

#### Purpose of Job:

To be responsible to the Director of Public Health for:

- i) The management of a range of specialist public health teams and budgets covering multiple public health functions within HAS.
- ii) Oversight of the statutory multi-agency Health and Wellbeing Strategy for the Borough and the council's Corporate Plan in relation to priorities relating to nutritious food, physical activity, addiction-related harms (tobacco, alcohol, drugs, gambling), health inequalities and service improvement and integrated working priorities.
- iii) Leadership of the obesity / healthy weight plan for the borough, ensuring strong co-ordination of activity across the whole system and across all partners
- iv) Supporting the Director of Public Health in ensuring the effective operation of the Health and Wellbeing Board and its engagement with the local population and strategic partners.
- v) Leading on the Health in all Policies programme; a corporate-wide approach to ensuring that the whole council plays its role in addressing the social, economic, environmental and cultural determinants of health and health inequalities.
- vi) Providing leadership for Greenwich within sub-regional Integrated Care System and regional structures to improve health and prevent ill-health, such as those addressing tobacco harms, obesity, substance misuse, gambling, healthy food access and food insecurity.

- vii) To oversee the department's co-ordination with children's services and adult services, and take a lead role in the department's contribution to the cost of living crisis and the 'Greenwich Supports' programme.
- viii) This post is a key Health and Adult Services (HAS) leadership role; the post holder may take responsibility for additional directorate wide or corporate programmes.

- Manages up to 25 directly managed staff.
- Manages up to 10 indirectly managed consultancy/contracting staff.

#### Main Duties:

1. Leading and developing cross-agency strategic plans to improve health and tackle health inequalities. These include public health plans to address national public health priorities such as cardiovascular disease, obesity, food and health, physical activity, tobacco, alcohol, drugs, gambling, health inequalities and service improvement.
2. Lead on strategic groups which are co-ordinating these priority areas within the Borough's Health and Wellbeing Strategy and the council's Corporate Plan.
3. Ensure that the specialist subject lead staff within the team managed by the post holder provide expert advice and input into the commissioning of related public health services, pathway development and quality improvement activity.
4. Play a lead role in the ongoing evolution of the departmental and wider council neighbourhood development and engagement approach, with a focus on health in all policies within the context of a social model of health and wellbeing.
5. To oversee the department's co-ordination with children's services and adult services, and take a lead role in the department's contribution to the cost of living crisis and the 'Greenwich Supports' programme.
6. Supporting the Director of Public Health in ensuring the effective operation of the Health and Wellbeing Board and its engagement with the local population and strategic partners.
7. Liaise with the Cabinet Member for Health and Adult Services, other lead Members and the Leader of the council as required by the Director of Public Health; providing written and verbal briefings and responding to Member-led strategy and enquiries.
8. Deputise for the Director of Public Health and the Director of Health and Adult Services as required. This can include representing senior colleagues and the directorate at Greenwich Management Team level, in meetings with elected members, within the borough, regionally and nationally through the Association of Director of Public Health (ADPH) and ADASS networks and working groups.
9. Take a London-wide leadership role for specific pan-Borough programmes of work of relevance to their expertise (e.g. tobacco, food & health, physical activity, health

in all policies etc.), as a Consultant / AD member of the London ADPH professional network.

10. Provide supervision and support for public health and GP registrars on placement within the department, assisting them to develop their skills and competence in Public Health and managing their work programmes in liaison with other senior colleagues in the department.
11. Contribute to the interpretation of monitoring and surveillance data; advising on priorities and securing evidence-based interventions and service improvements to address local priorities.
12. Support the Director in the provision of an expert public health input within the local authority and with partner agencies as required; presenting to meetings, attending ICS and council committees as required.
13. The post holder will be professionally responsible to the Director of Public Health. Professional appraisal will be required of the post holder in line with Faculty of Public Health requirements.
14. The post holder will:
  - a. support any surge capacity requirements relating to communicable disease control / health protection as requested by the UKHSA.
  - b. be expected to deputise for other senior colleagues as required
  - c. supervise Specialist Registrars in Public Health Medicine, Public Health Specialist Trainees in addition to a range of expert substantive staff teams
15. Professional obligations: the post holder will be expected to:
  - a. participate in the organisation's staff appraisal scheme and departmental audit processes, and ensure appraisal and development of any staff / trainees for which s/he is responsible
  - b. contribute actively to the training programme for Foundation Year Doctors/SHOs/Specialist Registrars in Public Health Medicine and Public Health Specialist Trainees as appropriate, and to the training of practitioners and primary care professionals within the locality as needed
  - c. pursue a programme of CPD/CME, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation via enhanced appraisal process (for doctors), audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Voluntary Register for Public Health Specialists or other specialist register as appropriate
16. In line with the Faculty of Public Health's competency areas for senior public health practitioners, as recognised by the Faculty of Public Health and the UK Voluntary Register Board, it is expected that this post will, over time, need to cover the vast majority of the range of tasks as set-out in both core and defined areas outlined below.
17. To undertake any other work appropriate to the level and general nature of the post's duties.

18. 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.
19. To 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.
20. To 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.
21. To 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."
22. To be responsible for undertaking employee investigations, hearings and appeals in line with the RBG policies and procedures.
23. Responsible for providing mentoring opportunities to junior staff (e.g. graduates, apprentices etc.)
24. This post does not require a DBS
25. To undertake supervision/management of staff as and when required.
26. 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.

Designation of the Post to which the Post-Holder normally reports to:  
Director of Public Health

## **FACULTY OF PUBLIC HEALTH COMPETENCIES**

**(Based on the 2022 PH Specialty Training Curriculum)**

### ***Use of public health intelligence to survey and assess a population's health and wellbeing***

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence can be communicated clearly and inform action planning to improve population health outcomes.

### ***Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations***

To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.

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

To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

### ***Strategic leadership and collaborative working for health***

To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.

### ***Health Improvement, Determinants of Health and Health Communications***

To influence and act on the broad determinants, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

### ***Health Protection***

To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response. To understand how those risks associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

### ***Health and Care Public Health***

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness, sustainability and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

### ***Academic public health***

To add an academic perspective to all public health work undertaken. Specifically to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.

### ***Professional, personal and ethical development***

To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify

behaviour and to practise within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.

***Integration and application of competencies for consultant practice***

To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.

## Person Specification

|                        |                                                         |
|------------------------|---------------------------------------------------------|
| <b>Job Title</b>       | <b>ASSISTANT DIRECTOR / CONSULTANT IN PUBLIC HEALTH</b> |
| <b>Grade</b>           | Chief Officer Grade D                                   |
| <b>Service/Section</b> | Public Health                                           |
| <b>Directorate</b>     | Public Health                                           |

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

| <b>IMPORTANT:</b> 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, and September 2018                                                                                                  |                  |                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|
| <b>Education/Qualifications</b>                                                                                                                                                                                                                                                                                                                                                       | <b>Essential</b> | <b>Desirable</b> |
| <a href="http://legislation.gov.uk">The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk)</a><br>In line with legislation, inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists at the point of application. | X                |                  |
| <i>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 practice</i>                                                                                                                                         | X                |                  |
| Public health <b>specialty registrar applicants</b> who are not yet on the GMC Specialist Register, UKPHR register or GDC Specialist List in dental public health <b>must provide verifiable signed documentary evidence that they are within 6 months</b> of gaining entry to a register at the date of interview                                                                    | X                |                  |
| If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview. If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT <i>[see shortlisting notes below for additional guidance]</i>                       | 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, or equivalent                                                                                                                                                                                                                                                                                                                     | X                |                  |
| Masters in Public Health or equivalent                                                                                                                                                                                                                                                                                                                                                |                  | X                |
| <b>Personal qualities</b>                                                                                                                                                                                                                                                                                                                                                             |                  |                  |
| Able to influence senior members including directors and CEOs                                                                                                                                                                                                                                                                                                                         | X                |                  |
| Able to both lead teams and to able to contribute effectively in teams led by junior colleagues                                                                                                                                                                                                                                                                                       | X                |                  |

|                                                                                                                                                                |   |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|
| Commitment to work within a political system irrespective of personal political affiliations                                                                   | X |   |
| <b>Experience</b>                                                                                                                                              |   |   |
| Delivery of successful change management programmes across organizational boundaries                                                                           | X |   |
| Media experience demonstrating delivery of effective health behaviour or health promotion messages                                                             |   | X |
| Experience of using complex information to explain public health issues to a range of audiences                                                                | X |   |
| <b>Skills</b>                                                                                                                                                  |   |   |
| Strategic thinker with proven leadership skills and operational nous                                                                                           | X |   |
| Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources | X |   |
| Ability to lead and manage the response successfully in unplanned and unforeseen circumstances                                                                 | X |   |
| Analytical skills able to utilize both qualitative (including health economics) and quantitative information                                                   | X |   |
| Ability to design, develop, interpret and implement strategies and policies                                                                                    | X |   |
| <b>Knowledge</b>                                                                                                                                               |   |   |
| In depth understanding of the health and care system and the relationships with both local national government                                                 | X |   |
| In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice             | X |   |
| Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)                   | X |   |
| Understanding of the public sector duty and the inequality duty and their application to public health practice                                                | X |   |
| <b>Equal Opportunities</b>                                                                                                                                     |   |   |
| Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.                    | X |   |
| Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.                          | X |   |