



ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT Health and Adult Services (HAS) **POSTHOLDER**

SECTION Public Health and Well-being **GRADE** PO4

POST DESIGNATION: Public Health Manager (Infant feeding)

Purpose of Job:

To be responsible to Public Health Strategist (Food and Health) for:

- i) strategically leading the infant nutrition workstream across the borough, as part of the Greenwich Family Hub team, ensuring that all essential Family Hub Infant Feeding criteria are met. They will lead the planning, procurement, monitoring and evaluation of services and training which are required to meet the Family Hub requirements.
- ii) Leading the successful achievement of the UNICEF Baby Friendly Initiative Gold sustainability award for the Royal Borough of Greenwich.
- iii) Leading the wider infant nutrition work across the borough in partnership with maternity, health visiting and children's centres.

Manages up to 1 directly managed staff.

Manages up to 2 indirectly managed consultancy/contracting staff.

Main Duties:

- 1) To establish and lead a cross partner strategic infant nutrition working group, write a borough wide infant nutrition strategy and action plan, which will be monitored and evaluated. The strategy will be evidence based ensuring that national guidance and legislation is implemented. The strategy will be supported by policies and guidelines which the post holder will develop for the borough and infant nutrition strategic working group.
- 2) To commission and contract manage a cross-borough Infant Feeding peer support programme in partnership with Lewisham council.
- 3) To devise, deliver, monitor and evaluate a training programme which oversees all required elements of the programme
- 4) To devise and implement a monitoring and evaluation framework for all delivery partners ensuring that it meets the DfE Monitoring Information requirements and ensuring that it is delivered on time.

- 5) To provide leadership, consultation and support to Greenwich Children's Centres, maternity and health visiting services to achieve and maintain UNICEF Baby Friendly Initiative by working in partnership to deliver appropriate training for staff, developing and improving breastfeeding support services for families whilst ensuring effective monitoring, audit and evaluation activity.
- 6) To undertake complex analysis of data by conducting an infant nutrition needs assessment across the borough. Gathering both quantitative and qualitative data from maternity, health visiting and children's centres regarding infant feeding practices, analysing all data, undertake further data gathering as necessary, identifying any gaps or emerging themes, producing reports of the analysis for a multi-partnership audience.
- 7) To lead and support the wider infant nutrition agenda across the borough, including the emergency infant feeding pathway, Healthy Start, Healthy Early Year London, amongst others
- 8) To contribute to the wider public health nutrition strategic work within the borough inline with the corporate plan.
- 9) To contribute to the contract monitoring of both the children's centres and health visiting contracts. Supporting the lead commissioner and providers to improve data collection for infant feeding at statutory data collection points (6-8 weeks post birth).
- 10) To manage the dedicated infant feeding budget from the Family Hub funding.
- 11) To represent the borough at a regional and national level around infant feeding and nutrition. This will include as a minimum the London Infant Feeding Network.
- 12) To undertake any other work appropriate to the level and general nature of the post's duties.
- 13) 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.
- 14) 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.
- 15) 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.
- 16) 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."
- 17) To be responsible for undertaking employee investigations, hearings and appeals in line with the RBG policies and procedures.

- 18) Responsible for providing mentoring opportunities to junior staff (e.g. graduates, apprentices etc.)
- 19) This post requires an Enhanced DBS and will be supported by Safer Recruitment tools
- 20) To undertake supervision/management of staff as and when required.
- 21) 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: **Public Health Strategist**

This post will also directly report to the Family Hub Partnership board

Person Specification

Job Title	Senior Public Health Officer (Infant Feeding)
Grade	PO4
Service/Section	Public Health and Wellbeing
Directorate	Health and Adult services

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

Criteria	Essential/ Desirable
Knowledge	
Educated to a degree level or equivalents in health, social or food related studies.	E
Thorough and specialist knowledge of infant nutrition and feeding, including national policy and strategy, which has been practically applied and proven in a public health and wellbeing career	E
Skills and Abilities	
Communicating orally and in writing, producing clear, succinct and well-structured written work which is persuasive and convincing. conveys messages effectively, creating a positive impact on the listener(s).	E
Ability to prioritise, plan and manage a varied workload and to work flexibly in order to meet challenging and conflicting deadlines.	E
The ability to lead, manage and motive people across council departments, partner and delivery organisations to deliver shared objectives.	D
Strategic thinker with the ability to plan and deliver public health improvement programmes across a wide range of settings	D
Skilled in analysing and interpreting data with the ability to develop and deliver complex statistical/epidemiological presentations to large audiences in a way that is understandable at all levels including the general public	D
Value for money – understanding of value for money measures and ability to understand and interrogate financial data	D
Experience	

<p>Significant project and programme management experience, including budget management, reporting to external funders and working with multiple partners. Including experience of managing a grant programme.</p> <p>Significant experience of working collaboratively and in partnership with delivery partners, service users and stakeholders to ensure a responsive and coordinated service.</p> <p>Significant experience of planning, implementing and evaluating policy</p> <p>Experience of monitoring and evaluating programmes, including the collection of data from a variety of sources, analysing for input to monitoring reports and using to measure performance.</p> <p>Experience of developing, organising and delivering training, workshops and other events.</p>	<p>D</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p>
<p>Equal Opportunities</p> <p>Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.</p> <p>Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.</p>	<p>E</p> <p>E</p>