

## JOB DESCRIPTION

<b>Job title:</b>	Director: Public Health
<b>Grade:</b>	D1
<b>Managed by:</b>	Executive Director: Adults, Children and Education
<b>Responsible for:</b>	Allocated Heads of Service plus Consultants in Public Health
<b>Accountable for:</b>	<p>All public health commitments under the Health and Social Care Act 2012, including:</p> <ul style="list-style-type: none"> <li>City-wide Public Health Strategy, Policy &amp; Outcomes (all ages)</li> <li>Health &amp; Wellbeing Board and health component of One City Plan</li> <li>Joint Strategic Needs Assessment</li> <li>Sport and Physical Activity</li> <li>Community Safety</li> <li>Health Protection and Healthcare Public Health</li> <li>Commissioning (to be confirmed)</li> </ul>

### **Purpose of the job**

To be the Council's designated Director of Public Health and statutory chief officer for health, providing whole system public health leadership across the local health and social care economy to improve health and reduce health inequalities.

To lead a specialist public health service in support of Bristol's 'One City Approach' to population health and wellbeing.

To support the Executive Director in delivering an operational strategy that meets the future needs of the City, working in collaboration with external agencies and partners to achieve an inclusive economy and a vibrant community in which opportunity and success is shared.

To work collaboratively with peers on all strategic matters in relation to the corporate plan outcomes to deliver the strategy, encouraging a collaborative organisational culture focused upon improvement and high performance.

To lead/or provide public health support to a diverse range of services to achieve successful outcomes for the city and the Council, inspiring others to give of their best.

### Job-specific outcomes / accountabilities

- To deliver specialist public health leadership in improving and protecting health, advising on health services and ensuring that the impact on health is considered in the development and implementation of all policies.
- Through collaborative working with local and national partners, the Council and city have appropriate plans in place to reduce harm and improve health for all Bristol's citizens and to act quickly and effectively in the event of a public health emergency.
- Accountable for the city's sport strategy including commissioning sports services.

### Core job outcomes / accountabilities

- Work collaboratively with Executive Directors and Directors in the development and delivery of the Council's strategic objectives.
- Work with the Mayor and Cabinet, elected members and other managers in the achievement of business plans.
- Lead on strategy development, policy planning and policy formulation within the professional disciplines covered by this role.
- Provide strong and inspirational leadership, promoting a culture of high performance, continuous improvement, innovation and customer focus.
- Be responsible for significant delegated financial budgets and resources ensuring they are allocated effectively for the delivery of high quality services, in a manner that demonstrates value for money and compliance with relevant policies and guidelines.
- Develop long-term, mutually-beneficial relationships with key partners to successfully deliver the key outcomes of the One City Plan.

- Enable a high-performing, diverse, inclusive and engaged workforce to deliver the Council's strategic plans. Support and challenge others in developing, sourcing and deploying talent whilst promoting health and safety and employee wellbeing.
- Lead and embed a team and individual performance management approach that underpins effective operational performance.
- Lead and demonstrate personal commitment to an inclusive and respectful culture in which colleagues act with integrity at all times.
- Ensure that the Council operates within constitutional, legal and regulatory requirements.
- Act as a positive ambassador for Bristol and the Council, promoting an excellent reputation locally, regionally and nationally.

## Corporate accountabilities

### Leadership qualities

These are the attributes that we most need from our leaders in order to achieve our vision.

Leadership Qualities identify how I go about the work of a leader:

- Integrity
- Connected
- Empowering
- Visionary

### Leadership behaviours

These set expectations of how managers lead their teams and services and are for senior leaders to adopt and role model:

- Solving problems effectively
- Operating with a strong results orientation
- Supporting others
- Seeking different perspectives

### Organisational values

Role model and live the values in everything you do and celebrate successes through others:

- Ownership – we take personal accountability
- Collaborate – we come together to find the answers
- Dedicated – we strive to make a difference
- Respect – we value everyone
- Curious – we ask questions and explore possibilities

### Volunteering

To volunteer three days per year to support a local initiative that contributes to improved outcomes for Bristol as a City and its residents.

## PERSON SPECIFICATION

### Essential (must have)

- Inclusion in the GMC Specialist Register with a license to practice/GDC Specialist Register/UK Public Health Register (UKPHR) for Public Health Specialists. If included in the GMC Specialist Register/GDC Specialist Register in a specialty other than public health medicine/dental public health, must have equivalent training and/or appropriate experience of public health medicine practice.
- Proven track record of consistent and demonstrable leadership at a service level within an organisation of a comparable scope and complexity.
- Highly visible and inspirational leadership skills with experience of operating at a senior leadership level with stakeholders, and of inspiring colleagues to give of their best.
- Demonstrable experience of strategy development, planning and policy formulation within the professional disciplines covered by this role.
- Ability to build and develop strategic relationships, influencing and negotiating with a wide range of stakeholders and partners to achieve outcomes.
- Experience of leading diverse activities across multiple service areas within agreed budgets to meet agreed targets and strategic objectives.
- Knowledge and understanding of the challenges that cities like Bristol and the wider public sector face alongside the policy and governance requirements across the function.
- Experience of developing and sustaining a culture that meets the needs of and engages with customers and staff within an inclusive, open and high-performing environment.
- Demonstrable track record of leading, motivating and managing teams to achieve high-performing, significant and sustainable service improvements and outstanding results through internal and external partnerships.
- Demonstrable evidence of applying creative and business-like approaches to managing demand for services to deliver cost-effective and efficient outcomes.

- Demonstrate the capability and capacity for critical thinking and ability to apply this insight in a practical and engaging manner.
- Demonstrable evidence of specialist public health leadership in improving and protecting health, advising on health services and ensuring that the impact on health is considered in the development and implementation of all policies.
- Evidence of working in partnerships that have had a demonstrable impact on outcomes for individuals and communities.
- Evidence of a participation in an appropriate continuing professional development programme and a portfolio of training that demonstrates competence in all core public health competencies as set out in Appendix 1.
- Desirable to have Fellowship (or membership) of the FPH but not essential.

## Appendix 1

### **Faculty of Public Health: Competencies expected of all public health consultants/ specialists**

All consultants irrespective of their background are expected to be proficient in the competencies set out below.

- I. **Use of public health intelligence to survey and assess a population's health and wellbeing**  
*To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.*
- II. **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.*
- III. **Policy and strategy development and implementation**  
*To influence and contribute to the development of policy and lead the development and implementation of a strategy.*
- IV. **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.*
- V. **Health Improvement, Determinants of Health, and Health Communication**  
*To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.*
- VI. **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.*
- VII. **Health and Care Public Health**  
*To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.*
- VIII. **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.*
- IX. **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 practice 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.*
- X. **Integration and application 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.*

The DPH as a public health leader is expected to have both the technical expertise as well as the ability to use those techniques to both, lead and support the development of complex solutions to improve the health and wellbeing of local communities. In addition, they are expected to have skills and the attitudes to be able to present the results of applying their technical expertise so that they are understandable and stimulate actions by a range of individuals and organisations.