

**Director of Public Health**

Role Type: Delivery &amp; Commissioning

Role Level: Level 6

Function: Adult Social Care and Health

**Role Purpose**

**This role is the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such, the Director of Public Health is a statutory chief officer of the authority and the principal adviser on public health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection, wellbeing and health care.**

**This role has responsibility for all of Barnet's duties to improve public health and 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.**

**The post holder will also be responsible for exercising Barnet's functions in planning for, and responding to, emergencies that present a risk to public health**

**The role involves co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders and producing an independent annual report on the health of local communities**

The Public Health team is based in the Adults, Communities and Health department of the London Borough of Barnet, which also includes adult social care, leisure services, and commissioning of health and social care services.

The Director of Public Health will:

- Be responsible for leading the development and driving the implementation of programmes to improve the health and wellbeing of the local population and to reduce inequalities in health – thereby contributing to the implementation of Barnet's corporate plans, commissioning plan and medium term financial strategy and through this achieve key public health goals and outcomes.
- Provide public health advice to NHS Barnet CCG, GP consortia and other partner agencies on the identification of local health priorities, the implementation of action to address these priorities and the setting and monitoring of local targets.
- Be the chief source of expert public health leadership and advice to the Council and CCG Governing Body on all aspects of public health.
- Be responsible for producing an independent annual report on the health of the local population.
- Play a powerful role in forging partnerships with, and influencing all local agencies to ensure the widest possible participation in the health and wellbeing agenda.
- Work closely with Public Health England and other relevant organisations to ensure high levels of local resilience.
- Be a highly effective leader for the Public Health Service, ensuring they continue to

contribute appropriately to wider public health networks and bringing public health practice, teaching and research together as appropriate. This role will have overall staff management responsibility for public health staff leading on health improvement and will work closely with the Assistant Director of Joint Commissioning to ensure effective commissioning of services and delivery of the Barnet Health and Wellbeing Strategy.

- Be responsible for management of the public health budget, within the Council's financial and business planning approach.
- Regularly review and update the learning programme for public health trainees and support the training of practitioners and primary care professionals within Barnet who are responsible for providing public health services.
- Contribute to the wider local authority corporate agenda, ensuring appropriate advice is given to the boroughs' officers and elected members on public health impacts of council work.
- Work with other public health colleagues to strengthen public health capacity and delivery across the region/country.
- Ensure that appropriate information and intelligence systems are in place, using these to receive, interpret, provide and advise on highly complex information about the health of populations to the Council, NHS, and voluntary organisations while developing an appropriate evidence base.
- Work with the Commissioning Support functions covering Barnet to strengthen local, regional and national public health intelligence and information capacity.
- Provide expert advice to support evidence based commissioning, prioritisation of services for the population (and in some circumstances for the individual) in order to maximise opportunities for health.
- Lead the communication, dissemination, implementation and delivery of national, regional and local public health policies and strategies, developing inter-agency and interdisciplinary strategic plans and programmes, working at director level and linking in with wider strategies, i.e. community safety, the environment and sustainability.
- Work in partnership with a range of agencies such as those in the statutory, non-statutory, voluntary and private sectors, to secure short and long-term strategic plans for health improvement both in the general population and in vulnerable groups at high risk of poor health and/or reduced life expectancy.
- Be responsible for safeguarding the health of the population in relation to communicable disease, infection control and environmental health, including delivery of immunisation targets, putting in place local arrangements for on-call activity, and communicating effectively with the public and media organisations.
- Undertake appropriate learning and development activity including the carrying out of academic research to inform equitable service provision and to reduce health inequalities.

## Core Accountabilities

- **Think Customer:** To ensure that outstanding customer service is being delivered on a day-to-day basis for all customers of the Council's Public Health Services and that any issues or complaints are dealt with, and resolved, in an effective and timely manner.
- **Leadership and People Management:** To provide strong, visible leadership and professional supervision for service staff and/or external partners to ensure a high quality of service provision within professional guidelines and standards.
- **Democratic Spine:** To provide detailed operational data to the cabinet and members, as required, to highlight the performance Public Health services against agreed performance standards and to raise any specific, high-priority service issues for their attention.
- **Financial & Risk Management:** To manage operational budgets within agreed financial parameters, and monitor compliance with relevant legislation, statutory duties and Council policies to manage risk appropriately.
- **Resource Planning & Management:** To manage the use of set resources (people, assets etc.) to ensure that they are best deployed to meet identified needs and achieve agreed service outcomes and manage the day to day delivery of services.
- **Contract Management:** To manage the operational aspects of specific contracts for the service area ensuring that they delivery against agreed service quality levels.
- **Stakeholder Management:** To manage operational stakeholder relationships to ensure high quality service delivery and that customer outcomes are met. To develop close internal partnerships, e.g. Commissioning Directors, to effectively deliver high quality services.
- **Service Expertise:** To manage commissioning and delivery activity with partners to ensure that service level contracts reflect service knowledge and experience to ensure high quality customer outcomes are consistently achieved.

## Knowledge, Skills and Experience

- Educated to degree level with a relevant professional qualification.
- Inclusion on the GMC Specialist Register/GDC Specialist List with the relevant training or equivalent specialist knowledge in respect of Public Health. If not on the register, applicants must provide assurance that they will be so within three months.
- Experience of operating at a management level in a complex organisation, with a successful track record at a senior level.
- Successful track record of developing and delivering services which are effective at meeting customer needs and are cost efficient.
- Experience of successfully managing operational care services and relationships.
- Extensive knowledge and understanding of Public Health including relevant legislation and statutory frameworks and the implications of this in a local government setting.

- Strong leadership and people management skills. Strong project management skills and experience.
- Extensive experience in budget management and savings planning and delivery. Strong partnership development and management skills.
- Strong numeracy and literacy skills including the ability to demonstrate highly developed analytical skills using qualitative and quantitative data
- High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.

## Behaviours

Core Leadership Behaviours
<p><b>Confident and resilient</b> <i>Level C</i></p> <ul style="list-style-type: none"> <li>– Remains confident even under challenge</li> <li>– Manages their reactions to stress or difficult situations effectively</li> <li>– Maintains a sense of perspective, inspiring confidence that problems/issues can be resolved or objectives delivered.</li> </ul> <p><b>Influences</b> <i>Level B</i></p> <ul style="list-style-type: none"> <li>– Thinks about their message and their audience</li> <li>– Uses their understanding of others to tailor and choose the most impactful approach</li> <li>– Understands the big and little ‘P’ politics in the Council</li> </ul> <p><b>Drives innovation</b> <i>Level B</i></p> <ul style="list-style-type: none"> <li>– Provides balanced feedback on current performance</li> <li>– Helps others learn from mistakes and successes</li> <li>– Plans to meet development needs of individuals and teams</li> <li>– Provides opportunities for the team/individual to keep up to speed with best practice on an ongoing basis</li> </ul> <p><b>Entrepreneurial</b> <i>Level B</i></p> <ul style="list-style-type: none"> <li>– Predicts issues or spots opportunities arising in the medium term</li> <li>– Acts decisively to tackle/take advantage of them</li> <li>– Does not allow statutory or governance frameworks inhibit adopting flexible approaches to doing things</li> </ul>

Specific Behaviours against Core Accountabilities			
Think Customer	Leadership and People Management	Democratic Spine	Financial and Risk Management
<p><b>Customer focused</b> <i>Level B</i></p> <ul style="list-style-type: none"> <li>– Thinks from a customer perspective</li> <li>– Collects and makes use of customer data and customer feedback to define and continually improve services</li> <li>– Takes a consultative approach, seeking out the views and opinions of others who might be affected by changes to services</li> </ul>	<p><b>Engages people</b> <i>Level C</i></p> <ul style="list-style-type: none"> <li>– Clearly positions themselves as a leader, establishing expected ways of behaving and working and ensuring that these are maintained</li> <li>– Builds leadership credibility by modelling the behaviour expected of others</li> </ul>	<p><b>Brings insight</b> <i>Level B</i></p> <ul style="list-style-type: none"> <li>– Is able to synthesise data from a range of sources to identify key issues and develop practical solutions</li> <li>– Recognises patterns and themes and/or applies learning or models from elsewhere to help tackle issues or create solutions</li> <li>– Keeps the local context in mind, as well as the situation at hand</li> </ul>	<p><b>Drives continual improvement</b> <i>Level B</i></p> <ul style="list-style-type: none"> <li>– Pro-actively identifies and delivers improvements</li> <li>– Constantly thinks ‘how could I do this better?’ e.g. taking action to deliver improvements e.g. doing something faster, to a higher standard or higher quality, more efficiently</li> <li>– Remains focused on outcomes, without getting side tracked by the detail</li> </ul>

## Values

*All managers should role model the values in everything they do, use the values to set clear expectations of others recognise and reinforce positive behaviours, and address any behaviours which are undesirable.*

<b>Be Human</b> 	<b>Be Collaborative</b> 	<b>Value Diversity</b> 	<b>Be Trustworthy</b> 
<p><i>People are important and deserve our best</i></p>	<p><i>By working together we can deliver better services and make the best use of public money</i></p>	<p><i>Our diversity brings strength and adds value</i></p>	<p><i>By communicating clearly and honestly about what we can or can't do we inspire trust</i></p>
<p>We are consistent and sincere in our approach</p> <p>We take ownership of issues</p> <p>We accept that in order to make customers lives easier, we may have to work in a different way</p> <p>We attract, develop and retain the best talent for our organisation</p> <p>We demonstrate a "can-do" attitude</p> <p>Colleagues and customers trust us to give our best</p> <p>We behave in a highly professional manner</p> <p>We approach sensitive situations with a "human touch"</p>	<p>We take time to share knowledge and to support our colleagues</p> <p>We listen and take appropriate action</p> <p>We are forward thinking and deliver services differently where we can to meet customer needs</p> <p>We recognise that the customer is more important than the organisation</p> <p>We work in partnership with others to deliver the most effective solutions</p> <p>We make sure every penny makes a difference</p> <p>We embrace the need for continuous improvement and positive change</p> <p>We are proud of the organisation and our role in achieving the best outcomes for Barnet residents</p>	<p>We value diversity and the unique contributions of others</p> <p>Our approach is inclusive and accessible</p> <p>We believe in equality of opportunity and our behaviours demonstrate this</p> <p>We acknowledge our differences and treat individuals with respect</p> <p>We foster a collaborative and mutually supportive environment</p> <p>We treat others with respect and as we would expect to be treated</p> <p>We value everyone's work and the contribution they make</p> <p>The principles of equality and diversity are embedded into everything we do</p>	<p>Our approach is always customer centred</p> <p>Everything we do we do with integrity</p> <p>We build effective relationships with customers and colleagues</p> <p>We use appropriate ways to communicate with each other and our customers</p> <p>We learn from our mistakes and put things right if they go wrong</p> <p>We relish open and transparent communications with customers and with each other</p> <p>We are creating a trusting, open and inclusive working environment</p> <p>We are honest and inspire trust by saying what we mean, matching our behaviours to our words and taking responsibility for our actions.</p>