



JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES) Manager Template

JOB TITLE:	Senior Public Health Development Manager		
GRADE:	G12	SERVICE AREA:	Public Health
JOB CODE:	ASC100SENIG12		
REPORTS TO:	Consultant in Public Health	LOCATION:	Council House/Civic Centre / Work from Home
SPECIAL CONDITIONS:	<ul style="list-style-type: none"> Working outside of standard office hours may be required. There is a requirement to work flexibly at all times with due regard to prevailing workloads and priorities. Attendance at evening and other out-of-hour meetings as required although this is not expected to be regular or routine. Attendance at council meetings and any associated public meetings including occasional evening and weekend working may be required. Confidentiality to be maintained at all times. This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers. The post holder will be required to communicate verbally with customers and provide advice and/or information in accurate spoken English. Your designated place of work will be Council House/Civic Centre. The council operates customer focused hybrid ways of working. This is subject to change and you may be required to work from other locations, short or long term. 		

At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential. As leaders of people, managers will:

- Work collaboratively to develop strong working relationships and provide a bridge between the Council and the communities it serves;*
- Embrace change and strive for improvement continuously;*
- Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- Challenge the status quo, enable and empower, act with integrity.*
- Together, they will deliver services that the people of Walsall will be proud of.*

1. Corporate duties and accountabilities:

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her/their areas of responsibility.
- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council's responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.

- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided are aligned to the Council strategies, vision, aims, objectives, priorities and continuous improvement programmes and be an integral part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

2. Main purpose of the job role:

The post holder will be a senior member of the Public Health team. They are to provide strong leadership and advocacy for health and wellbeing across Walsall and support the development and implementation of services, programmes and projects on reducing inequalities and improving quality of life across Walsall. The post holder will take a strategic lead on major areas of work identified in the Public Health work plan, including managing the development, implementation and evaluation of programmes of work. They will be able to understand, engage and work with local communities to bring about sustained behavioural change and work across the Borough to influence improvement by improving the health and wellbeing impacts of the fundamental determinants of wellbeing - social, economic, commercial, environmental and behavioural. The post holder will be required to deputise for the Consultant in Public Health when required.

The post holder will contribute to and co-ordinate the delivery of the department, Council and Borough priorities to improve outcomes as measured by our local outcomes frameworks. This has three components:

1. Strong partnership working with a wide range of teams across local government, the NHS, local communities, private and the voluntary sector to take every opportunity and maximise the use of resources to reduce avoidable inconsistencies in the experience of health and wellbeing.
2. Place individuals and local communities at the heart of what they do, with effective engagement with residents to understand their health needs, building on the strengths and using behavioural insight to bring about a community-wide, community-led shared responsibility for sustained behaviour change.
3. Deliver scaled action on 'what works' - working with providers across public, private and the voluntary sectors through contracts, strategic collaborations and joint ventures.

The post holder is responsible for providing highly specialised advice and expertise on the development and delivery of public health strategy, policy and practice, with particular emphasis on the promotion of health and wellbeing.

This role requires the post holder to lead and manage resources (staff and budget). The post holder will be responsible for managing budgets and ensuring they are used in line with their strategic intent, in compliance with Standing Orders and Financial Regulations.

The post requires a high degree of innovation, the need to take initiative, excellent communication both in writing and orally, and the ability to think strategically as well as deliver operationally working in a political context. The post holder will need to establish and maintain a range of key stakeholder relationships in order to support the business needs of the organisation and improve the health of the population. The role will contribute in developing strategic responses to priorities of the department.

3. Role specific duties and accountabilities:

Horizon Scanning

- To act as a catalyst for change, as part of the specialist Public Health team to achieve our health and wellbeing goals by identifying the main issues in complex problems, and clarifying understanding or stakeholder expectations to seek best option to manage the effective action to deliver improved health outcomes and reduce inequalities. This will require actively building and maintaining a network of colleagues and contacts to achieve progress on objectives and shared interests.
- Ensure the development and delivery of the relevant elements of the JSNA and Health and Wellbeing Strategy reporting to the Health and Wellbeing Board
- There is a research and analytical component to this post with highly complex facts or situations requiring analysis, interpretation, and comparison of a range of options. The post holder will be required to scrutinise and evaluate both quantitative and qualitative data and research evidence from a range of sources and make recommendations to inform decision making, which has long-term impact. He/she/they will evaluate new programmes and models of support.

Leading People

- Effectively manage team dynamics when working across departmental and other boundaries and performance manage cost effective services for prevention, intervention and treatment from a range of providers, ensuring a high level of performance and cost effectiveness of spend. Support providers in moving from activity to outcome-based performance reporting and commission specialist public health advice from external providers when required.
- Work independently without the need for substantial supervision and provide highly specialised and expert public health advice and information to all partner agencies and relevant groups and ensure information is interpreted appropriately for the audience
- Provide highly specialist advice and support to enable groups, communities and organisations to identify their health needs, formulate plans to address their needs, take actions and evaluate their impact
- Establish and maintain strong working relationship with NHS partners
- Provide specialist advice, training and support to enable others to actively engage with communities to promote health and well being
- Advocate at a strategic level for the health of communities and vulnerable groups

Managing Resources

- Undertake a range of analysis and review of monitoring and performance data from a variety of sources to identify unmet needs for the whole Public Health Service, including new models for service delivery and best practice not currently defined by existing policies, making and implementing recommendations to inform future commissioning. This may require reasonable conclusions to be drawn from a wide range of incomplete and complex evidence and data and be able to act or decide even when details are not clear.
- Management of Public Health grant under the portfolio and provide professional specialised expert advice and influence spend to improve wellbeing across the authority and partners.
- Manage the effective planning, deployment and control of the resources available to enable the achievement of agreed targets, objectives and standards.

- Maximise opportunities for external funding in so far as these are compatible with agreed Business Plans and corporate objectives
- Manage and monitor budgets as appropriate and ensure probity and stringent financial control is implemented in line with WMBC policies.

Managing Performance

- Manage the development of planning, business cases and service specifications in line with national best practice and evidence; making and implementing recommendations for change and produce specifications and business cases for strategic commissioning and de-commissioning services; negotiating and managing a portfolio of SLA's and contracts to meet tight corporate deadlines and agreed targets. Participate in contract monitoring and quality assurance meetings as appropriate, ensuring oversight and assurance on contract standards and delivery, including safeguarding.
- Ensure that complex data is presented in accessible formats, which will increase the understanding of local need and assets when presented to a broad audience and supports the development of strategic commissioning priorities and intentions.
- Manage and develop a team and allocate work to staff; responsible for the recruitment, selection, appraisal, performance management, development and co-ordination of the team.

Managing Self

- Embed a public health approach within the Council and Health and Wellbeing Partners to achieve public health outcomes and act as a role model in supporting and energising teams to build confidence in their ability to deliver outcomes. Undertake any other duties as agreed with the line manager
- The post holder will be expected to be able to cope with multiple and changing demands, manage a portfolio and to meet tight deadlines. A high level of intellectual rigour, negotiation and motivation skills and flexibility are required to deal with complex public health issues. To advise and make recommendations regarding services and patient care. A high level of tact and diplomacy is required and an ability to understand and respect other cultures to enable effective working across organisational boundaries and influencing without authority.
- The post holder will be required to work in close collaboration with other members of the Public Health team to ensure there is a co-ordinated and joined-up approach and that skills and experience are used to best effect. Annual work plans in particular should be developed and monitored regularly and collectively.
- Participate in reflective practice as part of personal professional development and prepare and implement a personal development plan.

4. Key Stakeholders and reporting lines

- The post holder will directly report to the Consultant in Public Health.
- Develop and sustain strategic partnerships that spans organisational and professional boundaries and lead partnerships with organisations to promote health and well-being

- This post will negotiate and influence the departments work, and develop partnerships with key stakeholders (NHS, service providers, opinion formers, politicians, community interests and locality leads) to produce annual work programmes as well as create action to improve outcomes.
- Represent WMBC Public Health Department at strategic partnerships providing specialist public health advice and leadership in order to maximise the potential for improve outcomes through ensuring the integration of plans and strategies



Walsall Council

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<p>Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.</p>	<p>Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T</p>	<p>WEIGHT CODE shows relative importance Low=1 Medium=2 High=3</p>
<p>Behaviours: refer to corporate behaviours document</p>		
<p>Professionalism - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.</p>	A/I	3
<p>Leadership - Leads by example, optimising those resources allocated; Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change - understanding the longer-term vision of the Council and/or service areas.</p>	A/I	3
<p>Accountability - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.</p>	A/I	3
<p>Transparency - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.</p>	A/I	3
<p>Ethical - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.</p>	A/I	3
<p>Abilities/Skills: (refer to JE guidance document)</p>		
<p>Ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post.</p>	I	3

Ability to engage, verbally or written, with a wide range of audiences from community members to Directors, Senior Managers/Professionals in varied multi-agency settings	I	3
Demonstrates an ability to undertake desk-based research including gathering, interpreting, analysing and effectively presenting conclusions and recommendations	A/I	3
Demonstrates an ability to use IT software to word process, email and access the internet	A/I	3
Demonstrates an ability to deliver training packages	A/I	2
Demonstrates an ability to manage staff to meet objectives and develop individuals' skills	A/I	3
Demonstrates effective organisational skills and is able to work unsupervised, and to plan and prioritise a complex workload and work effectively under pressure	A/I	3
Demonstrates an ability to work as part of a multidisciplinary team, valuing the contribution of other groups	A/I	3
Demonstrates an ability to think creatively, introduce innovative ideas and be proactive	A/I	3
Demonstrates self-motivation, enthusiasm and ability to motivate others	A/I	3
Demonstrates an ability to be diplomatic, sensitive and to respect/maintain confidentiality at all times	I	3
Knowledge/Experience: specify type, level and qualitative (not		
Evidence of continuous professional development	A/I	3
Has a working knowledge of the principles of public health, theory and practice, as well as a working knowledge of health and other systems including government policy	A/I	3
Demonstrates experience of identifying key stakeholders and developing effective relationships of working in the public sector	A/I	3
Demonstrates working knowledge/experience of strategic commissioning and or developing new services from external providers; demonstrating skills related to all aspects of the process i.e. needs analysis, performance review etc	A/I	3
Demonstrates experience of influencing policy and practice and managing change and influencing other professionals and organisations to improve health and services for the public	A/I	2
Demonstrates good understanding of Clinical Governance or other quality assurance mechanisms	A/I	3
Demonstrates experience of managing projects that lead to change	A/I	3
Demonstrates experience of working with local public/practitioners to deliver projects effectively	A/I	3

Has a demonstrable level of post-graduate qualification expertise and extensive experience working as a public health practitioner	A/I	2
Has experience in project management, including budgeting, needs assessment, monitoring and evaluation	A/I	3
Qualification: Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Undergraduate degree in a relevant field	A	
Holds or currently studying towards a Master's degree in a relevant field (e.g. Master's in Public Health)	A	
Holds or working towards UKPHR Practitioner	A	
And / Or		
Demonstrable significant and relatable senior management experience in Public Health	S/A/I	3
Other Essential Requirements		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
Has the ability to work flexibly in order to meet the needs of the service and work on a variety of topics according to the requirements of the Directorate.	A/I	3
Is willing and able to work outside of core office hours in order to meet the needs of the service.	A/I	3
Prepared by:	Stephen Gunther	Date: 19/09/2021