



Job Description (JD) and Employee Specification (ES)

Job Title	Director of Public Health (DPH)
Directorate	Adult Social Care (ASC)
Service Area	Public Health
Grade	JNC Chief Office (Director Salary Scale)
Reports to	Executive Director (ASC and Public Health) – managerial accountability
Accountable to	The Chief Executive as necessary to discharge statutory duties, The Council, its Cabinet and the Secretary of State for Health through OHID/DHSC Regional Director of Public Health – professional accountability
Location	Civic Centre

Main purpose of the job role

1. To provide leadership to drive improvements in the health and wellbeing of Walsall residents, reduce inequalities in health outcomes and work in collaboration with UKHSA to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards.
2. As a member of the Corporate Management Team (CMT) to work with the Chief Executive, elected Members, CMT and in partnership with other members of the Executive Leadership Team (ELT) to effectively and efficiently discharge the duties of the Council, collectively developing and implementing the Council's strategic agenda through successful deployment and delivery of the Council's corporate plan and associated work programmes. Ensuring formal Council business and political processes are carried out effectively and expeditiously and taking the lead role as directed on key corporate and cross-cutting projects and other strategic priorities or initiatives as directed by the Chief Executive/ELT.
3. The Director of Public Health (DPH) is a statutory officer of the authority and the chief officer and principal adviser on all public health matters to the Chief Executive, Council, its cabinet and scrutiny committee, elected Members, officers, local communities and local partners, with a leadership role spanning all three domains of public health: health improvement health protection and healthcare public health.
4. The DPH will be the senior advocate for public health across the borough of Walsall. The DPH will have the lead responsibilities of promoting and protecting health and wellbeing, reducing health inequalities, improving health care quality and establishing effective working relationships with Council colleagues and other strategic partners and public sector bodies. The DPH will be responsible for strengthening the capacity across the whole public sector to improve the health and wellbeing of the population.
5. To operate strategically alongside CMT members, ELT and partners to direct and influence national, regional and local Council policies and practices. Acting as a leader across the local



system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation, transformation and evaluation.

6. To act as an advocate representing the Council and the Borough in external settings, at a local, regional and national level, as appropriate.
7. To deliver commission and/or deliver services which are effective, demonstrate value for money and meet quality standards. Ensuring public health resources are utilised imaginatively and cost effectively across all domains of public health to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
8. Accountable for both the shaping and delivery of the Health and Wellbeing agenda, taking account of the national agenda and benchmarking (using the national outcomes frameworks; public health, NHS and social care).
9. Deliver an independent annual report on the health and wellbeing of local communities for publication by the Authority, to stimulate debate and/or action by the Council and partners.
10. Play a key role in advising the Health and Wellbeing Board and the Joint Strategic Needs Assessment (JSNA). Ensuring that there is a Health and Wellbeing Strategy in place and that its timely refresh is based upon evidence and insights.
11. Undertake a leadership role in respect of the Walsall Together Alliance to ensure that public health is at the heart of our model of delivery.
12. Ensure all statutory requirements are fulfilled (as relevant) and where required act as the statutory officer to the Council as determined regarding the service area specific accountabilities of the job role.
13. Promote effective communications and act as an ambassador, both internally and externally, to support the council's cultural ethos, vision and priorities and promote the reputation of the Council and the Borough.
14. To support the Council on its continuous development journey, driving innovation, transformation and service improvement. Ensure that necessary workforce and change management strategies are in place and are being effectively led to meet current and future challenges, enable the Council to identify improvements, take remedial action and respond speedily to new developments and priorities.
15. Championing customer focus, ensuring that policies and systems are in place to inform, receive and where possible, act upon feedback from service users, communities, partners and employees.
16. Ensure the further development of the Council as an organisation that embraces modern business methods, flexible management arrangements and hybrid working to enable fast and effective organisational change, to meet increasing customer expectations and improve value for money.



17. Contribute to cross directorate leadership of the Council driven by a strong performance culture aimed at delivering results and promoting continuous development, efficient, high-quality services that meet the highest standards in accordance with legislation, regulations, Council standards and public expectations.
18. Responsible for service area plans and contributing to wider Directorate and Corporate performance, business and budget planning processes, ensuring the preparation of relevant statutory documents and plans as required.

Service Area Accountabilities and Role Specific Duties

1. Statutory Chief Officer of the Authority and principal adviser on all health related matters to elected Members, officers and partners, with a leadership role spanning health improvement, health protection, healthcare public health.
2. Section 73A(1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, gives the Director of Public Health accountability for:
 - i. all of their local authority's duties to improve public health.
 - ii. 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 – these include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act.
 - iii. exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health.
 - iv. their local authority's role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders.
 - v. such other public health functions as the Secretary of State specifies in regulations.
 - vi. producing an independent annual report on the health of local communities.
3. The DPH will be expected to use all the resources at their disposal including the Public Health Ring-fenced grant to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities in the Borough of Walsall, to improve population and planetary health. Working with local communities, inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities.
4. Exercise the statutory responsibilities for which the post is responsible including assurance that all of the mandated services are delivered.
5. To advise Walsall Council on its statutory and professional public health obligations.
6. To work with UKHSA Centre and NHS England to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards.
7. To advocate for improving health and wellbeing and reducing inequalities. Ensuring the development and delivery of a credible plan to improve health and wellbeing and reduce inequalities in the Borough of Walsall.



8. Ensure that Walsall Council has implemented its EPRR responsibilities and through Co-chairing of Local Health Resilience Forum, that partner organisations (UKHSA, OHID, NHS England and the ICSs) have delivered their EPRR responsibilities.
9. Work in partnership with ICSs and Directors of Social Care to take responsibility for population health and care; including oversight and promoting population coverage of immunisation and screening programmes.
10. Provide public health advice to ICSs supporting the commissioning of appropriate, effective (based on evidence) and equitable health services.
11. Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities.
12. Delivery of a system to support surveillance, monitoring and evaluation of health and wellbeing and inequalities in health outcomes of local communities (including an easily accessible JSNA system).
13. To ensure scientific principles are applied to assessing need, exploring interventions and assessing progress of the Council's strategic agenda.
14. Ensure as a core member of the Health and Wellbeing Board and in partnership with the wider Council, partners and the public, the development of plans to enable local communities to become healthy, sustainable and cohesive.
15. Ensure a programme of action (within and external to the Council) to impact on the wider determinants of health that will promote improvements in health and wellbeing of local communities and reduction in health inequalities.
16. Provide assurance that the health protection system for local communities is fit for purpose.
17. To work closely with the Executive Directors for Children's Services and Adult Social Care to ensure the development, implementation and maintenance of a fit for purpose integrated strategy which meets the needs of local communities and cogent with the national approach.
18. Collaborate across local authority boundaries to ensure residents of Walsall benefit from population health and care programmes.
19. Ensure services for improving health and wellbeing of local communities are commissioned within Council policy and procurement rules and monitoring systems are effective and responsive to the needs of local communities in Walsall and over time.
20. To set the framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
21. Ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

22. To lead delivery of agreed health and wellbeing outcomes through close collaboration with a range of stakeholders and partners and support the Council to achieve key objectives relating to the health and wellbeing of the borough. Forging partnerships with and influencing local agencies to ensure the widest participation in the health and wellbeing agenda.
23. Working closely with Walsall Integrated Care Systems (ICS), local NHS organisations, voluntary sector colleagues, NHS England, statutory bodies and other partners as relevant to ensure high levels of local resilience, evidence-based commissioning, increased opportunities, service improvements and collaboration that strengthens Public Health capacity and delivery across the region.
24. Develop constructive relationships with the media and the public, within the context of the Council's communications policy.
25. Use the Faculty of Public Health, the LGA, the ADsPH, UKHSA and other relevant channels to advocate for the public's health and wellbeing.
26. Ensure all activity undertaken by the Council takes account of both, the need to reduce health inequalities as well as the requirements of the Equality Act 2010.
27. To manage all Council resources effectively, efficiently and in line with value for money principles, including property, finance, information and people. Negotiate and secure resources as required to support service plan delivery and manage the service within the approved budget. Utilise robust cost/benefit analyses to inform investment / disinvestment decisions in health services as indicated by the needs of the local population.
28. To be accountable for the allocated budget which includes the Public Health Ring-fenced grant and for reporting on the use of any public health ring fenced grant(s).
29. Provide inspirational leadership to employees/workers within the Public Health service area, influencing in such a way that health and wellbeing is instilled in all aspects of the work and role model our cultural values, exhibiting line management that leads by example. Responsible for the management of the Public Health function including trainees.
30. Ensure appropriate management, support and training is provided for foundation year doctors and for Public Health Specialty Registrars in Public Health Medicine and Public Health Specialist Trainees and actively contribute to the training and development of practitioners and primary care professionals in the localities, using the Public Health knowledge and skills framework.
31. Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach. Participate in the organisation of a professional appraisal scheme, ensuring a structured programme for staff development, support and training.
32. Maintain up-to-date professional knowledge, and professional accreditation (as relevant) and ensure awareness of all strategic service and legislative developments.

33. Pursue a programme of CPD/CME in accordance with the Faculty of Public Health requirements, or other recognised bodies, and undertake revalidation, audit or other measures to remain on the GMC/GDC Specialist Registrar with a license to practice or the UK voluntary Register for Public Health Specialists, or other specialist register as appropriate.
34. Undertake any necessary activities relating to line management across the Council, including grievance and disciplinary investigations, dismissals and appeal hearings, working with human resources to ensure council policies are adhered to.
35. Deputise for, and represent, the Executive Director on matters relating to the services within Public Health and any other areas of responsibility within the Directorate as required.

Corporate Accountabilities

1. Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity and inclusion, equality of opportunity, access and treatment, relating to employment, service delivery and community involvement.
2. Championing and role modelling our cultural values, proactively develop, foster and advocate our organisational cultural journey to provide an inclusive and safe working environment where all our people feel they belong, feel they are supported, developed, trusted, empowered, appreciated and celebrated.
3. Ensure active compliance with all relevant Council policies and procedures in the fulfilling of duties and responsibilities of the post, including (but not limited to) compliance with the Council's Code of Conduct, Standing Orders, Financial Regulations, Corporate Safeguarding Policy and Corporate Resilience and Emergency Planning arrangements.
4. This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

Special Conditions

1. This post is politically restricted under the Local Government & Housing Act.
2. Attendance at council meetings and any associated public meetings may be required, including occasional evening and weekend working.
3. The post holder is expected to take part in on call arrangements for communicable disease control/health protection as appropriate.
4. This post is not subject to a disclosure and barring service (DBS) check.
5. Post holders will be required to have the ability to travel efficiently throughout and across the borough as necessary.

Employee Specification

Below are the essential behaviours, abilities and knowledge required by a person to perform the main duties and accountabilities of the job safely and effectively. The tables below indicate how the requirement will be assessed and its relative importance.

We will assess at:

- application (A)
- interview (I)
- both (A/I)
- test (T)

The weighting of relative importance is:

- Low=1
- Medium=2
- High=3

Abilities / Skills	Assessment	Importance
Leadership skills - Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the and consistent with Government policy and takes account of social and economic trends. This is about role modelling through their own actions the types of behaviours expected of others in creating a high performing public health culture.	A/I	3
Community and population focus – collaboratively working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals.	A/I	3
Improvement and change - Developing and sustaining a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance. Drives through change; Is change orientated; Displays creative thinking.	I	2
Excellent oral and written communication skills (including exposure to and dealing with media communications), including presentation skills (to mixed audiences and the media).	A/I	2
Ability to prioritise and respond effectively and appropriately in pressurised and unforeseen circumstances (including crisis situations), managing multiple and changing demands, with tight timescales, project managing delivery and responses through others.	A/I	3
Develops effective partnerships and responds to external pressures; works well with others, is politically aware and understands how the organisation works; Demonstrates an external focus.	I	3
People Development - Knowing and managing the strategic talent requirements for the organisation. Promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers.	A/I	3

Abilities / Skills	Assessment	Importance
Highly developed networking, negotiation and influencing skills with an ability to communicate effectively with all people; Is confident, credible, relates well to others; Promotes fairness and equality.	I	3
Ability to provide a clear overview of complex issues and provide expert advice to a range of audiences on all public health related matters.	I	3
Results focused - Co-development of a model of health with local stakeholders (including local communities) and the metrics to support; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework.	A/I	3
Ability to focus on and achieve outcomes for customers and communities; is customer and outcome focused; strives for continuous improvement.	I	2
Financial and commercial acumen, with ability to manage complex budgets and demonstrate creativity and innovation to achieve efficiencies and demonstrate value for money.	I	2

Knowledge / Experience	Assessment	Importance
Substantial experience of Public Health practice at a senior level.	A/I	3
Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. Provides advice on the more complex instances.	A/I	3
Experience of improving the health of communities.	I	3
Understanding of NHS and local government cultures, structures and policies.	I	3
Understanding of the legislative environment of regulatory services led by this role.	I	3
Full understanding of and commitment to delivery of improved health through mainstream NHS activities.	I	2
Understanding and experience of working in a large, complex politically led organisation and social environment; Demonstrates a high degree of political sensitivity, understanding and responding to the implications of working within a political and democratically accountable organisation.	I	2
Understanding of the public sector duty and inequality duty and their application to public health practice.	I	2
Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.	I	3

Knowledge / Experience	Assessment	Importance
Evident experience and credibility of working across the region as an influencer and partner.	A/I	3
Significant experience at a senior strategic level of identifying, facilitating, driving and delivering change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness, including a focus on digital solutions.	I	3
Manages resources and plans for high performance to gain the maximum benefit; displays sound financial management, horizon scanning and forward planning; Demonstrates breadth of thinking.	I	3
Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments	I	3
Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled and matrix managed project teams.	A/I	2

Competences as set out by the Faculty of Public Health	Assessment	Importance
Use of public health intelligence to survey and assess a populations health and wellbeing	I	3
Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations	I	3
Policy and strategy development and implementation	I	3
Strategic leadership and collaborative working for health	I	3
Health Improvement, Determinants of Health, and Health Communication	I	3
Health Protection	I	3
Health and Care Public Health	I	3
Academic public health	I	3
Professional, personal and ethical development	I	3
Integration and application for consultant practice	I	3

Qualifications / Professional Membership	Assessment	Importance
The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk)		

Qualifications / Professional Membership	Assessment	Importance
<ul style="list-style-type: none"> • 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. • <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> • Public health specialty registrar applicants who are currently on the UK public health training program and not yet on the GMC Specialist Register, GDC Specialist List in dental public health or UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview.* • 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 MFPH by examination, by exemption or by assessment, or equivalent 		
<p>Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body</p>		

***Applicants going through the portfolio registration routes (GMC or UKPHR) are not eligible to be shortlisted for interview until they are included on the register. The six-month rule does not apply to these portfolio route applicants.**

Other essential requirements	Assessment	Importance
An awareness of, and commitment to, equality of opportunity	1	3
Awareness of, and commitment to, confidentiality and handling data	1	3

Date last updated:

Updated by: