

# Person specification

Job title:	Director of Public Health
Grade:	Chief Officer
Job evaluation reference:	
Job family:	Public Health Dorset

Local government in the Dorset area is transforming. The creation of two new 21<sup>st</sup> century unitary councils provides an opportunity and strategic advantage to improve services. Our two councils share an ambition to build momentum, to strengthen our voice regionally and nationally, and to reduce the cost of service delivery, creating sustainable public services.

This is a once in a lifetime opportunity to transform and redefine public services for residents in Dorset. Benefits will be realised through greater coordination and integration strategically and operationally across the areas of health and care, infrastructure, housing and education. Creating two new councils presents us with the ability to demonstrate shared leadership, optimising the link between Local Government, other public services and the county's economic geography.

Our shared aspirations and ambitions are for this to be a place where people want to live, visit, learn and work; a place of aspiration and prosperity where plans are made, and ambitions are achieved, with an economy that really works for local people. We want to compete on an international stage, rivalling the iconic coastal economies of the world, while also promoting a healthy place where people enjoy independence and the opportunity to contribute to a great future for our communities.

This is an exciting opportunity for a Director of Public Health to create a trailblazing approach in across Local Government and our health and other public sector partners. This is a new role which will contribute to the leadership of both new councils who are developing plans on service priorities for the future and who are working independently and together on creating new shared cultures and behaviours.

## Purpose and impact

The Director of Public Health 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 both councils and is the principal adviser on all health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health. Section 73A (1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, gives the DPH (Director of Public Health) responsibility for:

- all their local authorities' duties to improve public health
- 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
- exercising their local authorities' functions in planning for, and responding to, emergencies that present a risk to public health
- their local authorities' role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders
- such other public health functions as the Secretary of State specifies in regulations

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- producing an independent annual report on the health of local communities

To deliver their responsibilities on behalf of the residents of Dorset, the DPH will need to be a visible system leader in strategic health and wellbeing partnership arrangements. The DPH will be expected to use all the resources at their disposal to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities across the whole of Dorset and the two council areas. Working with local communities, he/she should be able to inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities whilst at the same time maintaining the confidence of Councillors within both Councils and central government.

The fundamental purpose of the postholder is to provide leadership to drive improvements in the health and wellbeing of the residents of Dorset, to reduce inequalities in health outcomes and working in collaboration with PHE to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards. In delivering the key responsibilities described below, the postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies (Appendix 1) and the person specifications Appendix 2).

## Key responsibilities

### Corporate Accountabilities

- Naturally operating as a member of both Council's Senior Leadership Teams to deliver the both organisations' corporate priorities and deputising for the Chief Executives where appropriate.
- Influencing and inspiring high-level senior stakeholders, including government departments, public bodies, businesses and community groups, establishing credibility to realise new opportunities and to transform the local and national reputation of both Councils.
- Providing strategic vision to ensure high levels of performance, setting clear direction and fostering a culture of collaboration and excellence.
- Accountability for effective financial leadership of all Public Health services, ensuring that all services are delivered within budget and that available resources are used to best effect.
- Ensuring political leaders of the Councils are well briefed and informed about key priorities, nurturing a culture of good governance to meet local needs and promoting continued Member development, particularly in relation to community leadership.
- Developing effective working relationships with Leaders, other political group leaders, the wider groups of elected Members in both councils and other key senior stakeholders.
- Translating strategic objectives for development and growth into clear policies and tangible delivery plans.
- Ensuring robust and effective corporate governance, financial, performance and risk and assurance systems and processes are in place across both councils.
- Chairing and developing the Public Health Leadership Team to develop broader organisational capability, ensuring flexible and robust resources are applied to achieve future objectives, leveraging additional resources and funds where required.

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- Reviewing and revolutionising approaches to best deliver a customer-focused and innovative organisational culture within Public Health, taking controlled risks to achieve success and outcomes for residents in Dorset across both council areas.
- Acting as a lead ambassador for the Councils, representing and promoting them at local, regional and national levels, raising the profile of Bournemouth Christchurch and Poole and Dorset communities and sharing best practice from a range of sources to influence national policy making.
- Collaborating with and listening to local communities to ensure diverse, responsive and accessible services are available to improve the quality of life for our citizens, creating rigorous mechanisms to monitor service impact and effectiveness.
- Instilling positive leadership behaviours within a continually developing cultural environment, inspiring direct reports to uphold both Councils' strong values and instil a positive message to all they collaborate with.
- Shaping the development of new ways of working to:
  - Recognise all opportunities to share service provision with potential partners
  - Promote economic regeneration and a culture of 'open for business'
  - Facilitate entrepreneurial new income generation opportunities
  - Support commercial opportunities on the basis of clear business cases
  - Promoting a strong digital agenda, encouraging the use of new technologies as part of a channel shift to deliver lower cost, more effective services and to gather insight and feedback that promotes further improvements.
  - Being a named member of the Gold Emergency Planning rotas, as required in both Councils to assist in developing business continuity plans and emergency response procedures
- Ensuring achievement of the objectives of both Councils and the fulfilment of the statutory responsibilities applicable to this key Director role.
- Promoting effective systems of consultation, community involvement and partnership working to achieve new ambitions.
- Complying with risk management and health and safety standards

### Job Duties

- Support both Chief Executives and Councillors across Bournemouth Poole and Christchurch and Dorset areas in developing and delivering their strategic agendas
- Be the chief officer and principal adviser on public health to the two Dorset Councils, local communities and local partners
- Operate strategically as a member of both Senior Leadership Teams across both Councils influencing policy and practice.
- To deliver and/or commission services which are effective, value for money and meet quality standards.
- To act as a leader across the local system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and evaluation.
- Utilise the public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
- 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).

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- Deliver an independent annual report on the health and wellbeing of local communities for publication by Bournemouth, Christchurch and Poole Council and Dorset Council to stimulate debate and/or action by the Councils and their partners.
- Take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements
- Ensure appropriate management and support for Specialty Registrars (in Public Health)

The person specification for the post is set out in appendix 2. In delivering the responsibilities outlined above, the postholder and his/her team will undertake the following tasks:

## 1. Strategic Leadership

- 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 Joint Strategic Needs Assessment System)
- Ensure all public health related policy activity undertaken by the Councils takes account of both, the need to reduce inequalities as well as the requirements of the Equality and Diversity Act.
- To ensure scientific principles are applied to assessing need, exploring interventions and assessing progress of the strategic agenda of both councils.
- Contribute as a core member of Health and Wellbeing Boards, to the development of public and organisational partnerships and plans to enable local communities to become healthy, sustainable and cohesive.
- Ensure a programme of action (both within and outwith the Councils) to impact on the wider determinants of health that will promote improvements in health and wellbeing of local communities and reduction in health inequalities.
- Provide assurance that the health protection system for local communities is fit for purpose
- To work closely with Directors responsible for people and communities and health and other public sector partners to develop, implement and maintain a “fit for purpose” integrated strategy which meets the needs of local communities and is cogent with the national approach.
- Collaborate across organisational boundaries to ensure communities in Bournemouth, Christchurch and Poole and Dorset benefit from population health and care programmes (development of sustainable transformation plans 2016-20).

## 2. Directorate Specific Accountabilities

- To be an advocate for improving health and wellbeing and reducing health inequalities
- Exercise the statutory responsibilities including the delivery of the mandated services
- To advise Bournemouth, Christchurch and Poole Council and Dorset Council on their statutory and professional public health obligations.
- Work with the PHE 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
- Ensure the development and delivery of a credible plan to improve health and wellbeing of communities of both Councils and reduce health inequalities.

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- Ensure that the Councils has implemented its EPRR responsibilities and through Co-chairing of the Local Health resilience Forums, that partner organisations (PHE, NHS England and the CCGs) have delivered their EPRR responsibilities.
- Work in partnership with CCGs and Directors of Social care to take responsibility for Population Health and Care; including oversight and promoting population coverage of immunisation and screening programmes
- Provide public health advice (the core offer) to CCGs supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.
- Support the Health and Wellbeing Boards to deliver their statutory duties to promote integration for the benefit of local communities
- Collaborate across local authority boundaries to ensure all residents across the council areas benefit from population health and care programmes (the Sustainable Transformation Plans which apply from 2016 to 2020).

### **3. Resource Management**

- To be accountable for the budget including reporting on the use of the public health ring fenced grant.
- To manage Council resources (People, property, information and finance) imaginatively and efficiently.
- Manage public health staff and ensure that they can influence in such a way as to ensure health and wellbeing in its fullest sense is central to the work of both councils.

### **4. Commissioning**

- Ensure services for improving health and wellbeing of local communities are commissioned within the procurement policies of both councils for procurement.
- Ensure, through monitoring that commissioned and delivered public health services are responsive over time to the needs of all the communities across the two council areas.
- To set the framework for standards for commissioning and delivery of public health services; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
- To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

### **5. Advocacy**

- Develop a constructive relationship with the media and the public, within the context of both councils' communications policies
- To use the Faculty of Public Health, the LGA, the ADsPH, PHE and other channels to advocate for the public's health.

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## Professional obligations

Professional responsibilities will be reflected in the job plan agreed with the Chief Executives. The Director of Public Health will be expected to:

1. Participate in the host organisation's employee and professional appraisal scheme and ensure participation of all employees.
2. Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Councils.
3. Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality
4. Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation or other measures required to remain on the GMC/GDC Specialist Register with a license to practice or the UK Public Health (Specialist) Register or other specialist register as appropriate.
5. Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified).
6. Agree any external professional roles and the time required to deliver those roles with the Councils.

NB: The duties and responsibilities of this post are not restrictive and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

## Our behaviours

Dorset Council has developed and embedded a set of behaviours that will form part of everything you do and you will need to be able to demonstrate them through the way you work, regardless of your role or grade within the organisation.

Full details can be found on the job website under '[Working for Dorset Council](#)'.

## 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,*

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*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.

## Appendix 2

### Competencies and other requirements

#### Leadership

Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the Bournemouth, Christchurch and Poole and Dorset Councils 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.

- Developing an effective PH team with appropriate skill mix to enable the Authorities to deliver their full range of PH responsibilities
- Developing effective relationships with elected members from both councils to ensure a coherent PH vision and operational plan
- Work with fellow directors to enable/ensure public health perspective/principles underpin all aspects of LA delivery across two councils.
- Work with communities and media to ensure needs of local communities are made explicit and addressed by the H&WB
- Deliver the independent report of the DPH in such a way as to compel all members of the H&WB to take action

#### Community and population focus

It means 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. This is seen by:

- Actively seeking to understand the communities that are served and promoting and demonstrating an active commitment to meet their needs
- Setting new standards for innovation in commissioning and delivery of services that anticipate and exceed expectations
- Engaging with a wide range of stakeholders and partners to gather and evaluate information and make collaborative judgements and decisions
- Making timely and where needed, difficult decisions for the benefit of the people of Bournemouth, Christchurch, Poole and across Dorset

#### Results Focus

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.

This is seen by:

- Acknowledging and working with ambiguity and complexity, making significant decisions where no precedents exist
- Ensuring a best practice performance culture is developed and sustained
- Setting, communicating and monitoring stretching organisational objectives and objectives
- Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them
- Formulating risk management plans and creating a positive health and safety culture

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## 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. This is seen by:

- Taking risks and moving into uncharted territory while taking accountability for results and failures
- Welcoming the inevitable mistakes as part of the creative process
- Suggesting the unthinkable to stimulate alternate ways of thinking
- Focusing team performance on the achievement of outcomes that will maximise the resources available
- Finding new ways of securing or deploying significant amounts of financial resource to meet new objectives
- Advocating and role modelling the use of evaluation techniques to support innovation

## People Development

Knowing and managing the strategic talent requirements for the organisations. It is about promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers. This is seen by:

- Holding direct reports accountable for people development generally and specifically for releasing high performers for personal development
- Articulating the many long-term benefits of talent management and developing the talent pools required for succession
- Ensuring comprehensive workforce plans are in place

## Functional competencies

- Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.
- 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
- Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness
- 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
- Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams.

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Applicants will be shortlisted on the basis of demonstrating that they fulfil the following criteria in their application form and should include clear examples of how they meet these criteria. You will be assessed in some or all of the specific areas over the course of the selection process.

## Essential

Essential criteria are the minimum requirement for the above post.

### Qualifications/ training/registrations

Required by law, and/or essential to the performance of the role

1. Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or
2. Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)
3. *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*
4. Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion in the GMC/GDC/UKPHR specialist registers
5. 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
6. If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT
7. MFPH by examination, by exemption or by assessment
8. Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body

### Experience

9. Practical experience in facilitating change

### Skills, abilities & knowledge

10. Understanding of NHS and local government cultures, structures and policies
11. Understanding of social and political environment
12. Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media
13. Budget management skills

### Behaviours

14. [Respect](#)
15. [Responsibility](#)
16. [Recognition](#)
17. [One Team: Collaboration](#)

### Other

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18. The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle

19. This is a politically restrictive position

20. This position is subject to a criminal records disclosure check

### Approval

Manager

Graham Farrant and Matt  
Prosser, Chief Executives

Date

April 2019