

## JOB SUMMARY

|                     |                                                                                                                                                                           |                  |    |                                |     |                         |              |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----|--------------------------------|-----|-------------------------|--------------|
| <b>Post Title</b>   | <b>Public Health Principal</b>                                                                                                                                            |                  |    |                                |     |                         |              |
| <b>Job Family</b>   | <i>Partnership, Commissioning and Contracts</i>                                                                                                                           | <b>Pay Range</b> | 14 | <b>Line Manager to others?</b> | Yes | <b>Role profile ref</b> | <i>PCC14</i> |
| <b>Service Area</b> | <i>Public Health</i>                                                                                                                                                      |                  |    |                                |     |                         |              |
| <b>Line Manager</b> | <i>Consultant in Public Health</i>                                                                                                                                        |                  |    |                                |     |                         |              |
| <b>Location</b>     | <i>Agile – County Hall in Newport, home and where it is appropriate to work. The role is based at County Hall in Newport where a flexible working policy is in place.</i> |                  |    |                                |     |                         |              |

### Job Purpose

To take lead responsibility for the strategic and operational development, implementation, commissioning, delivery and performance of key public health programme(s) to improve the health of the local population, reduce inequalities in health, reduce the burden of long-term conditions and address the wider determinants of health.

To support local action regarding public health matters and provide specialist public health advice and input to commissioners, colleagues, and other key stakeholders, in order to ensure that there is a co-ordinated and evidence-based approach to programme implementation and delivery with clear measurable outcomes. To act as a key public health contact, supporting local health and wellbeing and other strategic partnerships.

### Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)

- To take lead responsibility for the strategic development, commissioning, implementation and performance management of key public health programme(s)
- Provide senior specialist public health support to the Director of Public Health to assist in their statutory obligations regarding the wider health protection agenda, contributing to the public health emergency response as required.
- Provide specialist public health advice and make judgements and recommendations involving highly complex evidence/statistical data or other intelligence to inform the analysis, interpretation and comparison of a range of options.
- Lead, carry out and/or commission health needs assessments, health equity audits and other research projects within lead programme areas to inform the development of local plans and priorities with key partners and the public and
- To be responsible for the financial management of delegated budget(s) for each relevant public health programme and for contracts/ grants to external organisations for specific public health programmes, ensuring effective performance management and monitoring of spend against budgets, SLAs and MOUs etc.
- Lead and manage Public Health Practitioners and programme teams, promoting high performance standards, both at an individual and team level, in the achievement of the organisation's, local and national objectives and priorities.
- Participate in the training programmes of Public Health trainees and other practitioners who have a public health focus to their job. Contribute to the allocation/placement and supervision of trainees as required.
- Ensure the health needs and preferences of local communities, patients, the public and professionals are understood, and inform the design and delivery of pathways of services, using customer insight, co-production, Health Needs Assessment, Health Equity Audit and Health Impact Assessments as appropriate

### Knowledge, Skills and Experience

| <b>Role Profile requirements.</b>                                     | <b>Job specific examples.</b><br>(if left blank refer to left hand column)      | <b>Essential</b> | <b>Desirable</b> |
|-----------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------|------------------|
| Substantial relevant experience as a professional expert in a large / | Substantial recent experience of public health practice including experience of | <b>E</b>         |                  |

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| complex organisation with expert knowledge in the specialist field.                                                                                                                                                                                                  | service redesign, commissioning and programme performance management and health needs assessment.                                                                                                                                                                                                                                                                                                                                                                 |          |  |
| Expert knowledge and understanding of the systems, policies, procedures, professional guidelines, legislation, best practice and emerging developments within the scope of the service area.                                                                         | Extensive knowledge and good grasp of current public health policy and understanding key public health/inequality targets.                                                                                                                                                                                                                                                                                                                                        | <b>E</b> |  |
| Excellent knowledge of the service and partner / provider relationships and wider sector / external influences.                                                                                                                                                      | Experience of working with strategic and multi-agency partnerships including experience of effective working with the NHS and/or voluntary and community sector and ability to negotiate with local partners, on the allocation of resources and deployment of staff.                                                                                                                                                                                             | <b>E</b> |  |
| Experience in strategy / market development.                                                                                                                                                                                                                         | Ability to interpret and translate national policies & priorities into local strategy and action within a complex environment.                                                                                                                                                                                                                                                                                                                                    | <b>E</b> |  |
| Experience of service and / or business planning.                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>E</b> |  |
| Good ICT skills including Microsoft applications and specialist systems.                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>E</b> |  |
| Excellent communication, interpersonal and influencing skills. Authority and credibility to build relationships influence and engage successfully with colleagues, partners, providers and stakeholder at all levels in complex or politically sensitive situations. | Excellent written and verbal communication skills. Ability to provide specialist advice and expertise to a range of audiences, e.g. professional & specific multi-agency groups on evidence based practice, including sensitive and complex issues. Training and presentation skills. Report-writing skills including the ability to produce strategies, action plans, project management and performance reports for a range of audiences and stakeholder groups | <b>E</b> |  |
| Excellent (proven) research, analysis, interpretation and evaluation skills, demonstrating the ability to identify and diagnose complex problems/issues and develop effective solutions.                                                                             | Ability to identify priorities and lead work for one or more health improvement programmes, including the development, implementation, monitoring and evaluation of local action plans                                                                                                                                                                                                                                                                            | <b>E</b> |  |
| Experience of leading partnership working and representing the organisation externally.                                                                                                                                                                              | Ability to provide leadership and management for Advise the Consultant or Director of Public Health on risks identified in programmes leading on and IG issues and escalate appropriately.                                                                                                                                                                                                                                                                        | <b>E</b> |  |
| Excellent persuasion and negotiating skills, in order to motivate people and partnerships and influence outcomes critical to the organisation                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>E</b> |  |

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|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|
| Experience of identifying and managing risk.                                                                                 |                                                                                                                                                                                                    | <b>E</b>         |                  |
| Excellent planning and organisational skills, to manage a range of complex activities and to achieve targets and objectives. | Proven ability to lead effective performance management systems and processes Experience of performance management and monitoring that secure required outcomes.                                   |                  | <b>D</b>         |
| Experience of managing significant budgets and resources                                                                     | Staff and financial management experience.                                                                                                                                                         | <b>E</b>         |                  |
| Initiative, strategic awareness and commercial acumen demonstrated in problem solving and decision making.                   | Significant experience in overseeing contracts to external organisations for specific public health programmes.                                                                                    | <b>E</b>         |                  |
| Proven ability to manage conflicting and changing priorities and the ability to work under pressure.                         |                                                                                                                                                                                                    | <b>E</b>         |                  |
| Significant experience of writing reports, specifications and agreements.                                                    |                                                                                                                                                                                                    | <b>E</b>         |                  |
| Significant experience of setting standards and measures and managing contract compliance / performance.                     | Evidence of conceptual knowledge and understanding of what is required to inform, plan and monitor performance against service, goals and stated outcomes and achievements.                        |                  | <b>D</b>         |
| Experienced project manager with a good understanding of project management methodologies and systems.                       | Evidence of developing, delivering and managing public health programmes, including multiagency partnership working & public and practitioner involvement, within agreed timescales and resources. | <b>E</b>         |                  |
| Excellent leadership skills to inspire, motivate and develop team members to high levels of performance.                     | Experience in leading and managing staff and programme teams, promoting high performance standards, both at an individual and team level.                                                          | <b>E</b>         |                  |
| <b>Qualifications</b>                                                                                                        |                                                                                                                                                                                                    |                  |                  |
| <b>Role Profile requirements.</b>                                                                                            | <b>Job specific examples.</b><br>(if left blank refer to left hand column)                                                                                                                         | <b>Essential</b> | <b>Desirable</b> |
| Educated to degree level or equivalent standard.                                                                             | Educated to Masters degree level in Public Health or a related field.                                                                                                                              | <b>E</b>         |                  |
| Relevant professional qualification.                                                                                         | Registered UKPHR Practitioner or working towards registration with UKPHR or other equivalent relevant professional registration                                                                    | <b>E</b>         |                  |
| <b>Other Requirements</b>                                                                                                    |                                                                                                                                                                                                    |                  |                  |
| May require relevant certifications including evidence of fluency in English language. Essential                             |                                                                                                                                                                                                    |                  |                  |
|                                                                                                                              |                                                                                                                                                                                                    |                  |                  |
| <b>Organisation Structure (optional)</b>                                                                                     |                                                                                                                                                                                                    |                  |                  |
|                                                                                                                              |                                                                                                                                                                                                    |                  |                  |