



Consultant in Public Health - Policy and Commissioning

Reports to:	Director of Public Health		
Department:	Service Reform and Strategy	Job category	
		Grade:	HAY4
DBS Status:	Basic	Politically restricted:	No

Job Purpose:

The purpose of this newly established Consultant post in Public Health, is to expand the public health policy work of the Council. This will include leading on public health policies, such as healthy advertising, as well as ensuring we include both health and inequalities across a wide range of Council policies and through wider systems leadership.

This role will support us as a Council to deliver our commitment to our recently adopted socioeconomic duty. In addition, this post will provide the public health input into our climate and ecological strategy.

This post will have a key role in helping to support our emerging approach to greater neighbourhood working and working with communities. It will also have a role to play in planning and regeneration, as well as workplace health; to maximise impact on health and to reduce health inequalities, influencing the attitudes and behaviour both of professionals and of the population.

Another key aspect of this role is to oversee the Public Health commissioning function to ensure we are delivering high class public health services, which are value for money and support our cross-council approach to inclusive growth and social value. As the public health department is part of the Department of Service Reform and Strategy, this means there are some great opportunities for joint commissioning with Adult Social Care, the NHS and the Voluntary, Community, Faith, and Social Enterprise Sector (VCFSE). This role will also help to oversee the public health grant and assess its use to ensure we are improving outcomes and give value for money also.

The post-holder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health.

Values

Collaborate proactively.
Lead inclusively.
Embrace change.
Be bold and curious.
Celebrate and share our success.

Overall Description

The Senior Leadership team for public health includes a Public Health Consultant (PHC) leading on Health and Care, Public Health and Adults, a PHC leading on Children's Health and mental Health, a Head of Service leading on Complex Lives (including addiction), a Head of Service for Evidence and Insight, and a Head of Service for Leisure. This role is lead for Public Health Policy and for Commissioning.

This role involves managing a broad range of internal and external relationships, including senior managers, elected members, and various public, private, and voluntary sector partners.

It requires the postholder to develop strong partnerships, lead a high performing team, be part of the Public Health leadership team, and the Leadership team for the Department of Service Reform and Strategy as well as taking a key role in the development of council services.

The role leads on departmental policy development and commissioning and ensures compliance with new legislation and upholds high professional standards.

This role will support the wider public health function, including health protection and emergency response, evidence, and research as well as deputising for the Director of Public Health (DPH) on occasion and representing Brent at wider regional and national meetings as the opportunities arise.

Job specific roles and responsibilities:

1. Collaborate collegiately with the Councils Senior Management Team (SMT) and be part of the Public Health Leadership Team, provide a proactive contribution delivering departmental and corporate objectives.
2. Take responsibility for development, implementation, and delivery of public health policy, including public health led policy work and ensuring public health, prevention and inequalities feature in wider Council policies.
3. The post-holder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues.
4. Provide expert public health support and whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, within and across a range of organizations including voluntary, public, and private sector. This will include expertise in evaluation and development of appropriate KPIs.
5. Lead the commissioning and procurement function within the public health team and collaborate with commissioners across the Service, Reform and Strategy Department to ensure joint working and high-quality commissioning.

6. To lead and participate in internal service reviews, auditing of contracts and processes.
7. Lead and manage a portfolio of customer-focused services in alignment with both corporate and departmental aims and priorities.
8. Provide leadership and management to achieve high performance and effective operational delivery, which will include managing the effective use of resources and staff.
9. Work closely with the DPH and deputise on occasion, to support effective working relationships with relevant portfolio holders.
10. Support and develop partnership working, including acting as an effective ambassador and advocate with external organisations.
11. Take responsibility for a range of public health issues and work across organisational and professional boundaries, acting as a change agent managing complexity to deliver improvements in health and wellbeing.
12. Provide briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, NHS, the third sector, and the public and partners. Where required to so, the post-holder will provide verbal briefing to Councillors, other colleagues and stakeholders in person as required.
13. Utilise information and intelligence systems to underpin public health action across disciplines and organisations.
14. Provide strategic and public health advice to Adult Social Care. This includes supporting the prevention agenda within Adult Social Care.
15. Support the DPH in the delivery of the Council's health protection responsibilities, working with UKHSA and contributing to the Council's Emergency Preparedness and response functions, and working with UKHSA.
16. Support the DPH, Directorate Senior Leadership Team and the Corporate Management Team in the development and implementation of robust strategies for improving the health and wellbeing of local communities including ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements.
17. Contribute actively to the training programme for Specialty Registrars in Public Health and to the training of Practitioners.
18. Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.
19. Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate.

20. Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
21. Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
22. A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health, both currently and for future generations, and to formulate clear practical evidence-based recommendations.
23. The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
24. Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform.
25. Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and well-being of children and vulnerable adults.
26. Perform duties with due regard to Brent Council's customer care; equal opportunities; information governance, data protection, health and safety and Emergency Planning & Awareness (including to provide assistance where available) policies and procedures.
27. Employees should embed environmental sustainability into their work, actively contributing to Brent becoming a carbon-neutral borough in 2030.
28. Undertake any other duties commensurate with the general level of responsibility of this post.

Professional obligations

Undertake an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate.

Practice in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UKPHR requirements. Public health practice must be conducted within the ethical framework of the health professions.

Essential Requirements

Knowledge and Qualifications:

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. 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.

Any public health speciality registrar applicants who are currently on the UK public health training programme and not yet on either the GMC, GDC or UKPHR specialist register must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview

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.

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.

Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body MFPH by examination, by exemption or by assessment, or equivalent Master's in public health or equivalent.

In depth understanding of health and care system and relationships with both local & national government.

In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations, and evidence based public health practice.

Strong and demonstrable understanding of interfaces between health, social care, and key partners (dealing with wider determinants of health).

Understanding of the public sector duty and the inequality duty and their application to public health practice.

Experience:

Experience of writing and implementing public health policy

Experience of commissioning and procurement

Delivery of successful change management programmes across organisational boundaries.

Experience of using complex information to explain public health issues to a range of audiences.

Experience of writing communications for the public, and working with the media, and experience of demonstrating delivery of effective health behaviour or health promotion messages.

Experience of using complex information to explain public health issues to a range of audiences

Skills and Abilities:

Strategic thinker with proven leadership skills and operational nous.

Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources.

Able to lead and manage the response successfully in unplanned and unforeseen circumstances.

Analytical skills able to critically appraise evidence, utilise qualitative, quantitative and health economics to identify ways forward.

Able to design, develop, interpret, and implement strategies and policies.

Able to both lead teams and to able to contribute effectively in teams led by junior colleagues.

Able to influence senior members including Directors and CEOs.

Budget Responsibility and Overall Headcount

The post holder will oversee the commissioning function of the team and support the DPH to further improve and monitor the performance of the public health grant spend, both on external and internal services.

As a senior leader, the post holder will have line management responsibility and will line manage some of the public health team.

The postholder will be responsible for securing and managing grant and other income where it aligns to the delivery of priorities.

The postholder will be responsible for identifying relevant budgets across the Council which could contribute to addressing health equity and will be expected to influence the use of these budgets.

Professional supervision of project work by public health apprentices, trainees and staff working towards practitioner and specialist registration.

The post-holder will be expected to work across organisations, be able to influence budgets held by those organisations as well as advocate for change effectively, to improve population health.

The post holder is expected to be, or to undertake the training to become an educational supervisor.

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs.

Appendix 1: FACULTY OF PUBLIC HEALTH COMPETENCIES

(Based on the 2022 Public Health Specialty Training Curriculum)

All consultants irrespective of their background are expected to be proficient in the competencies set out below.

Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence can be communicated clearly and inform action planning to improve population health outcomes.

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.

Policy and strategy development and implementation

To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

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.

Health improvement, determinants of health and health communications

To influence and act on the broad determinants, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

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. To



understand how those risks associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

Health and care public health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness, sustainability and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

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.

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 practise 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.

Integration and application of competencies 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.