



## **JOB DESCRIPTION CONSULTANT IN PUBLIC HEALTH**

<b>Employing organisation:</b>	Blackburn with Darwen Council
<b>Title:</b>	Consultant in Public Health (Full Time)
<b>Accountable to:</b>	The postholder is dually accountable: <ul style="list-style-type: none"><li>○ professionally to the employing authority Blackburn with Darwen Council</li><li>○ managerially to the employing organisation via the Director of Public Health</li></ul>
<b>Salary:</b>	Chief Officer, Band 2 (Salary ranges from £79,900 to £87,948 per annum)
<b>Hours:</b>	37 per week
<b>Primary Purpose of the Job:</b>	<p>The public health consultant is a change agent, responsible for improving public health services and reducing inequalities in health and wellbeing through leading and managing current public health policy and provision in areas defined by the Council's Vision, Health and Wellbeing Strategy and Local Integrated Care Partnership, working across a range of service areas, partners and providers.</p> <p>To provide public health technical and specialist leadership and guidance to senior politicians and managers, and ensure a public health approach to the development and commissioning of public health services, from prevention through to clinical treatment and care.</p> <p>To ensure that decisions are based on assessment of population health need, developing interventions to address those needs and mobilising ownership and action across organisations and communities in any of the following strategic leadership areas:</p> <ul style="list-style-type: none"><li>● Health Improvement</li><li>● Health and Care Public Health</li><li>● Public Health Services</li><li>● Health Inequalities</li><li>● Health Protection</li><li>● Academic Public Health</li><li>● Public Health Knowledge and Intelligence</li><li>● Public Health Council</li><li>● Public Health Specialist Training</li></ul>
<b>Managerially responsible for:</b>	Public Health Staff

## **1. Appointment**

This is a full time Consultant in Public Health post employed by Blackburn with Darwen Council. The postholder is a regulated health professional responsible for treating the resident and GP registered population of Blackburn with Darwen (circa 150,000).

## **2. Job Summary**

The post forms part of the Senior Leadership Team and has a shared responsibility for the annual departmental budget.

As a senior, autonomous Consultant, the postholder will lead on improving the health and wellbeing of the residents of Blackburn with Darwen, which is underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve the health of its residents. This will include working with Blackburn with Darwen Clinical Commissioning Group, the Pennine Lancashire Integrated Care Partnership and collaboratively across the Lancashire and South Cumbria Integrated Care System and with NHS England and Public Health England.

The postholder acts as a change agent to enable delivery of relevant outcomes from the public health, NHS and social care outcome frameworks, working across organisations, influencing budgets held by those organisations as well as advocating effectively for change.

## **3. Public Health Arrangements**

- 3.1 See Appendix 1 for general information about the employing organisation, local NHS organisations and other relevant organisations.
- 3.2 Current staffing of the Department – see separate sheet.
- 3.3 Resources.  
The postholder, working with the DPH, ensures best use is made of both public health department resources as well as influence the resources in the Council as a whole, for improving the health of the whole population.
- 3.4 Training  
The department is approved by Health Education North West for training Public Health Specialists and Leaders (Specialty Registrars in Public Health). There are three approved 'training slots' for Specialty Registrars in Public Health.

## **4. Strategic responsibility and key tasks**

The public health consultant is a change agent, responsible for improving public health services and reducing inequalities in health and wellbeing through assessment of population health need and assets, developing interventions to address those needs and strong leadership of public health policy and provision to mobilise ownership and action across organisations and communities.

The post holder leads on the identification, appraisal and response to a range of complex public health issues in any of the following strategic areas:

Health Improvement – develop and implement multi-agency, life course, population strategies that incorporate policy development and implementation; fostering paradigm shifts in approach and social movements to flourish.

Health and Care Public Health – direct the local health and social care system to maximise population benefits of healthcare whilst meeting the needs of individuals and groups, by analysing

population health needs, appraising evidence, prioritising resources, developing policies, advising the commissioners and providers of services and evaluating outcomes.

Public Health Services - commission a range of mandated and statutory public health services to protect and improve the health of the population including treatment e.g. 0-19 child health services; substance misuse including alcohol; sexual health; population mental wellbeing and a range of other services provision areas and approve the commissioning actions and budget management of other members of the Specialist Public Health team.

Health Inequalities – improve health outcomes of members of the community by protected characteristics and deprivation, by ascertaining their health needs, appraising evidence, securing resources, designing and implementing interventions, communicating effectively, influencing leaders, mobilising the community and evaluating outcomes.

Health Protection – develop, implement and assure local plans, processes and systems to protect individuals, groups, and communities from communicable diseases, including those that are vaccine preventable, and environmental hazards. On behalf of the authority and the DPH, lead on those aspects that the Secretary of State delegates to the authority.

Academic Public Health – to develop strategic partnerships with academic institutions, be the leading edge of research and development, ensure innovation and, enable external resources to be brought into the Council to reduce inequalities of health.

Public Health Knowledge and Intelligence – provide Blackburn with Darwen Council, the CCG and Health and Wellbeing Board Partners with the public health knowledge and intelligence that they need to meet their statutory responsibilities and to make the best decisions and actions for local people, including the development and publication of

- Blackburn with Darwen Joint Strategic Needs Assessment
- The Annual Report of the Director of Public Health

Public Health Council - to oversee the social determinants of health programme across all Council departments to maximise health improvement opportunities, reduce inequalities in health outcomes amongst residents and ensure 'best value' use of resources.

Public Health Specialist Training – deliver excellence in training as an accredited Educational Supervisor and support the development of Blackburn with Darwen as a highly regarded and popular Public Health Specialist Training location, approved by Health Education Northwest.

In delivering these responsibilities the postholder demonstrates expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 2) and where required, takes responsibility for resolving operational issues.

The range of duties expected of the postholder includes:

Taking 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.

Providing briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, CCGs, the voluntary, community and faith sector, the public and partners. Where required to so, the postholder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which may be at short notice.

Taking responsibility for development and implementation of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications. The postholder will be expected to contribute appropriately to the procurement process.

Providing 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 organisations including voluntary, public and private sector. This includes the health

service component of the mandated core service. This will include expertise in evaluation and development of appropriate KPIs.

Utilising (and if appropriate developing) information and intelligence systems to underpin public health action across disciplines and organisations. This includes providing leadership for collation and interpretation of relevant data including production of the JSNA. Working with the DPH, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations.

Supporting the DPH 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. This may include taking responsibility for the judicious use of the ring fenced public health grant and/or working with CCGs, Trusts, the contractor professions and PHE.

Providing the key local authority link to the research community, providing advice and support to colleagues and co-ordinating appropriate access to scientific information. The postholder will be expected to take part in relevant research networks and to influence research programmes of such networks so that the research needs of the local authority are taken into account.

Taking responsibility for the specialist training obligations of the Department, including being an Educational Supervisor.

Underpinning much of these duties are public health tasks such as;

- Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.
- Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate
- Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
- Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
- A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health and to formulate clear practical evidence-based recommendations
- The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
- Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform

## **5. Management arrangements and responsibilities**

The postholder is professionally accountable to the employing authority and managerially to the employing organisation via the Director of Public Health.

Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post based on the draft job plan attached. This job plan will be reviewed as part of the annual job planning process.

The postholder:

- Line manages public health team staff
- Manages budgets of £250k, responsible for the budgets of others and is an authorised signatory and manages service contracts that are between £1million and £4 million each.
- Takes part in the Council Strategic Officer arrangements in and out of hours.
- Deputises for the DPH as required

## **6. Professional obligations**

These include:

- Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of all staff for which they are responsible
- Contribute actively to the training programme for Specialty Registrars in Public Health and to the training of health practitioners and professionals within the locality
- Undertake an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, and undertake revalidation, audit or other measures required to remain on the relevant Specialist Register. In agreement with the DPH, contribute to the wider public health system by becoming a professional appraiser for a specified period of time.
- Practise in accordance with the Faculty of Public Health's Good Public Health Practice.
- Contribute to health professional leadership within the health system
- It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.
- Public health practice must be carried out within the ethical framework of the health professions.
- The postholder will be expected to display effective, courageous, and responsible public health advocacy

These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

## **7. Personal Qualities**

The postholder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance systems and organisational cultures. It is expected that the postholder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines.

A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required.

The post holder will advise the Health and Wellbeing Board and make recommendations regarding services, residents' care and wider determinants of health and therefore a high level of tact, diplomacy and leadership is required including the ability work within the local political environment and at the same time maintain the ability to challenge and advocate for effective working on specific issues in order to achieve public health outcomes. The achievement of public health outcomes and the successful pursuit of change are the purpose of the job and the metric against which performance will be assessed.

## **Appendix 1 Information about Blackburn with Darwen Council & CCG and other relevant organisations**

Blackburn with Darwen Council is a Unitary upper tier local authority, serving a deprived and diverse resident population of 150,000. Winner of 'council of the year' three times since becoming a Unitary in 1998, the last time being in 2018.

Blackburn with Darwen Clinical Commissioning Group (CCG) is co-terminous with the council and has a joint accountable officer with East Lancashire CCG. The two CCGs have a combined registered population of approximately 550,000.

The Integrated Care Partnership (ICP) of Pennine Lancashire is comprised of:  
Blackburn with Darwen Council and CCG  
East Lancashire CCG  
Lancashire County Council  
East Lancashire Hospitals NHS Trust  
Lancashire Care Foundation Trust.

Five District Councils sit within the Pennine Lancashire footprint of Lancashire County Council: -

- Burnley
- Pendle
- Rossendale
- Hyndburn
- Ribble Valley

Pennine Lancashire is the largest of five ICPs within the Integrated Care System (ICS) of Lancashire and South Cumbria.

Public Health England, North West Centre has the following local teams:

- Lancashire and Cumbria
- Greater Manchester
- Cheshire and Mersey

## **Appendix 2 CORE PUBLIC HEALTH COMPETENCY AREAS**

### **1. Surveillance and assessment of the population's health and well-being**

- Ensure the proper design, development and utilisation of information and intelligence systems to underpin public health improvement and action for the population across disciplines and organisations.
- Receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the Local Authority, NHS and voluntary organisations.
- Ensure the use of the best available evidence base to support the assessment of health needs, health inequalities, health impact assessment and the identification of areas for action within the local population.
- Write and/or contribute to national and local policy forming reports on the health of the population of Blackburn with Darwen.

### **2. Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services**

- Provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning, prioritisation of services for the population (and in some circumstances for the individual) and to develop high quality equitable services, across primary, secondary and social care, in potentially contentious and hostile environments where barriers to acceptance may exist, in order to maximise opportunities for health.
- Be responsible for leading on service development, evaluation and quality assurance governance in specific areas and for preparing and adjusting action plans in line with changing needs and changing geographical boundaries.
- Provide expert advice to support evidenced based commissioning and prioritisation of services for the population in order to maximise opportunities for health improvement.

### **3. Policy and strategy development and implementation**

- Lead, as required, on behalf of Blackburn with Darwen Council on the communication, dissemination and implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated authority to deliver key public health targets.
- Act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health at Board level or equivalent.
- Be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.
- Ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the economy, the environment and sustainability.

### **4. Leadership and collaborative working for health**

- Take the lead role, as required, on behalf of the Council in developing inter-agency and interdisciplinary short and long-term strategic plans for securing health improvement both in the general population and in vulnerable groups at high risk of poor health and reduced life expectancy, in partnership with a range of agencies such as those in the statutory, non-statutory, voluntary and private sectors. This requires the ability to work cross-directorate and across other agencies and voluntary organisations.
- Work with primary care professionals and community staff to raise awareness of their public health role.
- Lead on the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets.

- Influence external agencies in their public health policy decisions by working with complex professional, managerial and population groups and other organisations in the statutory, non-statutory and private sectors.

## **5. Health Improvement**

- Be responsible for designated health improvement programmes in population groups or geographical areas.
- Take a leadership role in specified areas with local communities and vulnerable and hard to reach groups, helping them to take action to tackle longstanding and widening health inequality issues, using community development approaches as appropriate.
- Provide expert knowledge to ensure effective community involvement with regard to all the work of the organisation including commissioning and prioritising high cost services and to ensure that policies and strategies are interpreted, developed and implemented at all levels.

## **6. Health Protection**

- Support the Director of Public Health in safeguarding the health of the local population in relation to communicable disease, infection control and environmental health.
- Take part in local arrangements that contribute to the effective control of communicable disease, environmental hazards to health, emergency planning resilience and response and civil contingencies, as detailed in local agreements.
- Communicate effectively with a wide range of audiences including the media and residents to change practice in highly challenging circumstances such as communicable disease outbreaks, chemical incidents and the uptake of immunisation and screening services.
- Seek assurance from stakeholders/commissioners that programmes for the screening and immunisation of the population are delivering safe interventions, achieving good coverage and working to reduce health inequalities.

## **7. Service Improvement**

- Provide expert advice to support evidence based commissioning, prioritisation of health and social care services for the population (and in some circumstances provide highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients) in order to maximise opportunities for health.
- Be responsible for implementation of NICE and National Service Frameworks or equivalent national standards, guidance and frameworks within local authority commissioned directly provided services.
- Lead the development of clinical networks, clinical governance and audit arrangements within the Local Authority, as appropriate.
- Review evidence and provide highly specialised advice on preferred treatment options or protocols based on the evidence of need for individual patients.

## **8. Public Health Intelligence**

- Analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts.
- Compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the local community.
- Present, analyse and communicate knowledge in a way that appeals to diverse groups, influences decision-making and supports community engagement.
- Be responsible for the identification and implementation of appropriate health outcome measures, care pathways, protocols and guidelines for service delivery across patient pathways for the local population.



- Work with the information and intelligence of Public Health England and other organisations to strengthen local, regional and national public health intelligence and information capacity.

## **9. Academic Public Health/ Research and Development**

- Undertake and commission literature reviews, evaluative research surveys, audits and other research as required, informing delivery of equitable services and reducing health inequalities. This may involve taking the lead on public health R&D and related activities.
- Develop links with local universities to ensure the work of the organisation is based on a sound research and evidence base.
- Develop public health capacity through contributing to education and training and development within the Service, and within the wider public facing workforce.

## **10. Corporate and Management Responsibilities**

- Provide strategic direction, leadership and accountability for the work, impact and overall performance of the public health function to ensure effective commissioning and delivery of services.
- Co-ordinate and integrate the public health function across the wider organisation in line with annual or longer term plans. This will include responsibility for planning, organising, coordinating and ensuring achievement of results against agreed plans.
- Working within broadly defined objectives the post holder will jointly develop the Public Health Service Plan, determine the priorities and objectives and ensure delivery against the plan annually.
- Contribute through strategic and technical high level advice to major change programmes, which will deliver key aspects of the Council's strategic vision.
- As an adviser to the Council's Departmental and Executive Management Teams, contribute to decision making processes both in terms of health and wellbeing/public health and wider corporate objectives.
- Represent the Council at local, regional and national level on public health matters, to ensure a high and positive profile for the authority.
- Jointly ensure the quality of service provision and delivery against legal, safety and best practice standards.
- Actively contribute to the achievement of organisational and departmental objectives and targets.
- Enable adherence to internal/external quality standards as applicable.

**CONSULTANT IN PUBLIC HEALTH - PERSON SPECIFICATION**  
**Blackburn with Darwen Borough Council**

**IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005. Further amended in June 2015**

<b>Qualifications, Training etc</b>	<b>Essential</b>	<b>Desirable</b>
Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists	X	
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 medicine practice	X	
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	X	
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 [see shortlisting notes below for additional guidance]	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment	X	
Master's in Public Health		X
Accreditation as Educational Supervisor of PH Specialty Registrars or PGCE in Postgraduate Education		X
<b>Knowledge</b>		
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.	X	
Understanding of NHS and local government cultures, structures and policies	X	
Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice	X	
Understanding of social and political environment and commitment to work within a political system irrespective of personal affiliations	X	
Understanding of interfaces between health and social care	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	X	
<b>Experience</b>		
Delivery of successful change management programmes across organizational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	

<b>Skills</b>		
Project management skills	X	
Staff management and training	X	
Practical experience in facilitating change and delivery of successful change management programmes across organisational boundaries	X	
Budget management skills	X	
Strategic thinker with proven leadership skills	X	
Excellent oral and written communication skills (including dealing with the media)	X	
Effective interpersonal, motivational and influencing skills including ability to motivate organisations to contribute to improving public health and wellbeing through mainstream activities and within resource	X	
Ability to respond appropriately in unplanned and unforeseen circumstances	X	
Good presentational skills (oral and written) including experience of using complex information to explain public health issues to a range of audiences	X	
Sensible negotiator with practical expectation of what can be achieved and able to influence senior members including directors and CEOs.	X	
Substantially numerate, with highly developed analytical skills using qualitative and quantitative data	X	
Computer literate	X	
Ability to design, develop, interpret and implement policies	X	
Ability to concentrate for long periods (e.g. analyses, media presentations)	X	
Strong commitment to public health principles	X	
Able to prioritise work, and work well against a background of change and uncertainty	X	
Adaptable to situations, able to handle people of all capabilities and attitudes	X	
Commitment to team-working, and respect and consideration for the skills of others; able to both lead teams and to contribute effectively in teams led by junior colleagues	X	
Self-motivated, pro-active, and innovative	X	
High standards of professional probity	X	
<b>Personal qualities</b>		
Able to influence senior members including directors and CEOs	X	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	