

Director of Public Health

Join us – make a difference in our communities

The context for West Sussex County Council is changing. Increasing demographic pressures, continuing challenges to provide residents and communities with greater levels of choice and control over services and the tighter financial constraints placed on the authority mean that the Council needs to change the way it operates.

The role holder will understand and enhance the health of the people of West Sussex and adopt an approach which:

- Understands the link between economic success and good health and takes a long-term approach to strategic improvement in both.
- Develops a clear, targeted long term (Public Health) strategy which works towards ensuring health and social care, education, housing, jobs and economic policies and infrastructure are shaped in ways which deliver maximum improvements in health and wellbeing.
- Minimises the adverse effects of demographic change and potential threats from poor health on the long-term competitiveness of West Sussex. The challenges of a growth in older people and people with disabilities will require a medium-term strategy.

About the job

As a member of the Corporate Management Group, the role holder will contribute to the development and operation of the County Council's strategic direction.

As the Director of Public Health & Wellbeing (DPHW) the role holder will ensure services are delivered in line with statutory requirements.

As the principal adviser to the Health and Wellbeing Board the role holder will support the development and progression of a Health and Wellbeing Strategy based on the assessed needs of the population and proven interventions to improve health within West Sussex.

What you'll need to succeed

Statutory functions of the Director of Public Health¹

The Director of Public Health is a statutory chief officer of their authority and the principal adviser on all health matters to elected members and officers, with a leadership role spanning all three domains of public health: 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 Director of Public Health responsibility for:



Job Description & Person Specification



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

The Director of Public Health role is derived from Government policy and the statutory Public Health responsibilities transferred from the NHS clearly identify the unique contribution which local authorities can make to improve the health and wellbeing of communities through:

- their statutory responsibilities and powers with respect to health protection and health scrutiny
- the level, distribution and quality of services the council directly commissions or provide
- strategic leadership - promoting and supporting partnership working by public and private sector agencies on key priorities such as community safety, alcohol and drugs prevention and treatment
- community leadership - enabling Members to engage effectively with their communities with respect to health and intelligently holds the NHS and the local authority to account
- advocacy and influence - national and local policy development

The role holder will be a visionary and transformational leader with a full understanding of relationships and culture of organisations that impact on the wider determinants of health as well as health services. The role holder will lead a team within the local authority responsible for the development of the joint strategic needs assessment for the local population and for the delivery of:

Supporting the Development and Delivery of the Strategic Vision of the Local Authority

Including specialist advice and support to:

- Health and Wellbeing Board
- Programme and Transformation Boards
- Commissioners and Operational Service Leads

Health Improvement

- developing healthy, sustainable and cohesive communities through Health and Wellbeing Board
- developing healthy lifestyles for individuals and communities



Job Description & Person Specification



- tackling specific issues based on local needs assessment such as childhood obesity and smoking
- developing a strategy for reducing health inequalities

Health Protection

- dealing with infectious disease threats including food and water borne disease supported by local Public Health England
- preparing for and responding to emergencies that present a risk to public health e.g. pandemic influenza
- advising on environmental threats including pollution, noise and contaminated land

Health services public health

- population health care such as immunisation and screening programmes
- supporting the commissioning of appropriate, effective, and equitable health care from the NHS locally
- providing specialist Public Health advice and leadership for the integration of health and social care services

The role holder will be a registered public health specialist i.e. included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR).

Job details

Grade: Senior Management Group (SMG)

Directorate Group: Care, Wellbeing and Education

Location: Chichester

Required knowledge, experience and qualifications

(These will be used as the shortlisting criteria)

- A successful record of senior leadership achievement and experience in Public Health (minimum of 3 years' experience of public health practice at senior level).
- Significant evidence of improving the health of communities with experience of developing strategies to support the delivery of these outcomes and translating them into effective operational plans.
- High level understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.
- Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.
- Able to lead and communicate a compelling vision to key stakeholders, across all local authority functions to district councils, NHS bodies, the private sector and the third sector indicating the impact of investment on public health and inequalities.
- Able to show intellectual rigour and personal credibility to collaborative working and commissioning processes.



Job Description & Person Specification



- Experience of working effectively and impartially with elected members and in supporting the democratic decision-making process.
- A broad knowledge of public sector service delivery, both directly and through commissioning.
- A successful track record of forging and maintaining working partnerships with communities to ensure the development, design and delivery of services that reflects their needs.
- A skilled and trusted communicator at all times particularly in a crisis (including dealing with the media).
- Business acumen and understanding of a commercial environment where the management of cost and customer satisfaction is paramount.
- Experience of effective resource management (including budgets) and workforce management.
- Meet the knowledge, experience and qualifications and Continuing Professional Development required nationally to fulfil the role of Director of Public Health as follows (and set out in Appendix 1):
 - Inclusion in the GMC* Specialist Register/GDC* Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists
 - If included in the GMC* Specialist Register/GDC* Specialist List in a speciality other than public health medicine/dental public health, candidates must have the equivalent training and /or appropriate experience of public health medicine practice
 - Public Health speciality registrar applicants not on the GMC Specialist/GDC Specialist List in dental practice/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.
- Applicants must meet CPD minimum requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body.
- Evidence of continuing professional development in leadership and business management

*A job plan should be drafted for those registered with the GMC/GDC

Key responsibilities

Act as the Council's principal policy advisor on Public Health advice and support to Cabinet and Members in translating their political objectives and priorities into coherent initiatives that will deliver the intended outcome for West Sussex.

Produce an independent annual report on the health of the population, progress on improving health and reducing inequalities and making recommendations.

Be principal adviser to the Health and Wellbeing Board in developing and progressing a Health and Wellbeing Strategy based on the assessed needs of the population and proven interventions to improve health.



Job Description & Person Specification



Provide specialist public health advice to commissioners on priorities for health and social care spending and the appropriate configuration of services within and between local authorities.

Be responsible for significant delegated financial budgets and resources, including the public health grant, ensuring that they are allocated effectively for the delivery of intended outcomes in a manner which demonstrates value for money and compliance with relevant policies and guidelines.

Provide assurance that the Council's business plans are being defined in accordance with governance arrangements, relevant Public Health legislation and statutory requirements in relation to health and health inequalities, and in a manner with which ensures safety and security.

Work as part of the Care, Wellbeing and Education management team to provide strong, visible and collective leadership across the Council and its partners which builds a culture of high performance, inspires people and supports the delivery of the Council's strategic objectives.

Ensure that authoritative professional leadership is provided for all aspects of Public Health which sets a clear professional direction across the Council based on national best practice.

Lead the development of policies which support the delivery of corporate objectives and comply with all relevant legislation and statutory requirements within an acceptable level of risk.

Contribute to the development of key relationships for the Council with a defined range of external organisations (particularly with the NHS) to enable the development and delivery of effective Public Health outcomes through collaborative, joined-up working including commissioning.

Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health and to the training of practitioners and primary care professionals within the locality.

Our Values

You will lead, promote and demonstrate the values of our organisation.

- Trust and Support
- Listen and Act Upon
- Customer Centred
- Honest and Realistic
- Genuinely Valued

You will lead, promote and demonstrate the cultural ambition of our organisation:

"We have an inclusive and supportive culture, work in partnership and reward individual and team contribution."

JD Code: SMG

Date: February 2021

