

Kent County Council

Job Description *Public Health Consultant leading in Healthy Behaviours and Communities*

Job Title	Consultant in Public Health leading in Healthy Behaviours and Communities
Directorate	Adult Social Care and Health
Unit/Section	Public Health
Grade	KR16
Responsible to	Director of Public Health

Purpose of the Job:

On behalf of KCC, the postholder will be working with the Director of Public Health to improve the health and wellbeing of residents, reduce inequalities in health outcomes and protect local communities from public health hazards (infectious diseases and environmental threats). The postholder will contribute to public health priorities, working with the Director of Public Health in the leadership of public health, and the delivery of public health improvement, health protection and health intelligence in Kent and the discharge of local authority public health functions. The main portfolio areas for this post will include healthy behaviours and communities, which includes Obesity, NHS Health Checks, Adult and Child Weight Management services, Stop Smoking Services and Tobacco Control, Health Promotion, and working with communities, voluntary sector and social enterprise groups.

Main duties and Responsibilities

- Lead on the development of needs assessments and contribute to strategic documentation, commissioning recommendations and evaluations and review of clinical practice for local populations and services
- Work with, promote and maintain relationships a wide range of complex stakeholders with differing needs in a changing environment to deliver change in health status and clinical practice, encouraging collaborative working between stakeholders by way of formalised care and referral pathways
- Lead on the development and delivery of a credible plan to improve health and wellbeing of communities in Kent County Council and reduce health inequalities, especially in the areas of the portfolio.
- Lead on incorporating the prevention agenda, designing and setting a robust evaluation and monitoring framework to ensure that it is making an impact on the urgent care side.
- Provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and developing high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations, etc.

- Responsible for development, implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board or organisational authority to deliver key public health targets.
- Develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data.
- Contribute to public health research, and/or commission research audits/projects, and/or undertake research or audit.
- The postholder will be expected to participate in the KCC staff and professional appraisal scheme and department audits and ensure appraisal and development of any staff for which he or she is responsible and be accountable for the management of staffing resources and department budgets.
- The postholder will act as an authorised signatory, and as the delegated portfolio budget holder will monitor and contribute to the formulation of department/service budgets and financial initiatives.
- Deliver to agreed budget and income targets.
- Contribute to on call arrangements for emergency planning/health protection as appropriate depending on local arrangements.
- Provide support to those entering Public Health Kent on the training programme for Foundation Year Doctors/SHOs/Specialist Registrars in Public Health Medicine and Public Health Specialist Trainees as appropriate and to the training of practitioners and primary care professionals within the locality.
- Pursue a programme of CPD/ CME, 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 Register or other specialist register as appropriate.
- Contribute to the public health 'core offer' to the Kent and Medway Integrated Commissioning Partnership.
- Any other responsibilities and requirements that may arise according to the business requirements of the department and Council, as determined by the DPH.

NB. Medically qualified members of the Public Health Team are expected to play certain roles in medical leadership, in relationships with the medical profession and in bringing a medical perspective to public health advice. A medically qualified holder of this post would be expected to share these roles with other medically qualified members of the team. The same will be expected for other professional qualifications

Organisational Responsibilities

All corporate directors, directors and senior managers have an explicit responsibility to deliver the collective agenda of the Council. These are fundamental elements of their role not an addition and are summarised as follows:

Whole Council

- Seek to improve the lives of residents in Kent
- Act as corporate parent to the Council's looked after children
- Take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met
- Understand, communicate and contribute to the delivery of KCC's strategic aims
- Meet statutory obligations
- Advise elected members and support the democratic process
- Promote the Council brand and enhance the overall reputation of the Council
- Understand and monitor the measures of performance, including customer insight, which define successful outcomes for KCC services.

Integration of Services

- Focus resources where they have the biggest impact
- Deliver services that are flexible and adaptable
- Integrate services within KCC and work with partner agencies to ensure a seamless customer experience
- Fully and inclusively engage all staff in the delivery of services, demonstrating the Council's leadership values and competencies.

Embedding Commissioning and Engaging relevant markets

- Establish an outcome focused organisation
- Meet the financial regulations and standing orders of KCC
- Challenge the status quo
- Ensure all services are delivered with appropriate reference to the market
- Proactively and continuously seek to improve service delivery
- Proactively manage risk to avoid inertia whilst not exposing the Council to needless and avoidable challenge or loss
- Overcome professional and service silos to achieve the County Council's objectives.

Managing Change

- Understand and support the Authority's overall change agenda
- Deliver required outcomes of service specific change on time and to budget
- Understand the quality of staff, support their development, nurture those with talent
- Identify the skills for the future and the level of staff through robust workforce planning
- Deliver to agreed budget and income targets

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

Qualifications	Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists, or verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview;
	Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body
	Masters in Public Health
	Member of the Faculty of Public Health
Experience	Experience of working within a Project Management methodology
	Experience in the successful implementation of changes within both the department, and in public health practice.
	Experience of Supervision ,operational management , training staff and managing resources within public health functions
	Experience of managing both staffing and commissioning budgets
Skills and Abilities	Ability to develop and implement PH strategy at a high level and apply this to the leadership of the workforce , ensuring that strategy is communicated at all levels
	Excellent oral and written communication skills and the ability to present detailed information to employees and stakeholders at all levels and through a variety of means, including dealing with the media
	Ability to maintain a detailed focus in all aspects of work to ensure that all information sources are understood and acted upon according to PH strategy
	Able to prioritise work according to PH strategy, and work well against a background of change and uncertainty, responding appropriately to unplanned and unforeseen circumstances
Knowledge	Ability to design, develop, interpret and implement policies in accordance with strategic direction and environmental changes
	High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics , health care evaluation and a highly developed analytical skills using qualitative and quantitative data
	Understanding of social and political environment, the NHS, local authorities and social services
	Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice

KENT VALUES AND CULTURAL ATTRIBUTES	<p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>
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Appendix 1: FACULTY OF PUBLIC HEALTH COMPETENCIES

(Based on the 2022 PH Specialty Training Curriculum)

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.

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.

Education/Qualifications	Essential	Desirable
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 the equivalent training and/or appropriate experience of public health medicine practice.	X	
NOTE: 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 <i>[see shortlisting notes below for additional guidance]</i>	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
Personal qualities		
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	X	
Self-motivated, pro-active, and innovative	X	
High standards of professional probity	X	
Experience		
Project management skills	X	
Staff management and training	X	
Practical experience in facilitating change	X	
Budget management skills	X	
Training and mentoring skills		X
Scientific publications, presentation of papers at conferences, seminars etc		X

Skills		
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	X	
Ability to respond appropriately in unplanned and unforeseen circumstances	X	
Good presentational skills (oral and written)	X	
Sensible negotiator with practical expectation of what can be achieved	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	
Resource management skills	X	
Knowledge		
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	X	
Understanding of interfaces between health and social care	X	
This position is subject to a criminal records disclosure check	Yes	

Shortlisting notes

1. Applicants in training grades

1.1 *Medical and dental applicants*

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC) **or be eligible for registration within six months of interview**. Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained 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 demonstrated by a letter from their Training Programme Director (TPD).

1.2 *Non-Medical Applicants in training programme*

All non-medical applicants must be registered with the UKPHR or be within six months of registration at the date of the interview. Applicants must provide proof (letter of confirmation from their TPD or the CCT) at interview.

2. Applicants in non-training grades

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT.

Applicants from a medical background will be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route.

Applicants from a background other than medicine are expected to have gained full specialist registration with the UKPHR at the point of application.

Employers are advised that individuals should not take up consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers. The exception to this is when the candidate holds the CCT.

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.

GENERAL CONDITIONS

Local authority employers should add the following as appropriate to their policies and procedures.

Terms and conditions of service

Authorities may:

- (a) Use health service medical and dental contracts for all applicants.
- (b) Use health service medical and dental consultant contracts for doctors and dentists and Agenda for Change contracts for other specialists (but this is not recommended after the introduction of statutory registration).
- (c) Use local authority conditions modified to reflect professional obligations.

On call arrangements

The post-holder may be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Kent County Council. Suitable training will be provided for those who need it in discussion with the UK Health Security Agency. The post holder should be trained in EPRR and be able to support their organisation's responsibilities as a Cat 1 responder (including participation in STAC or other rotas depending on local arrangements).

Indemnity

As the post-holder will only be indemnified for duties undertaken on behalf of Kent County Council the post-holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of the Kent County Council and for private activity within Kent County Council. For on call duties provided to other organisations as part of cross cover out of hours arrangements the Kent County Council has confirmed that those organisations will provide indemnity for the post-holder. These arrangements may differ across the four countries.

Flexibility

The post-holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

Confidentiality

A consultant has an obligation not to disclose (other than in accordance with GMC guidelines) any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

Public Interest Disclosure

Should a consultant have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she has a duty of candour and should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

Data protection

If required to do so, the post-holder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The post-holder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the General Data Protection Regulation (GDPR).

Health and safety

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

Smoking policy (amend as appropriate)

The employing organisation has a policy that smoking is not allowed in the workplace.

Equal opportunities policy

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place and it is for each employee to contribute to its success.