

Kent County Council

Job Description: *Public Health Specialist - Smoke Free Generation*

Directorate:	Adult Social Care and Public Health
Division:	Public Health
Grade:	KR12
Responsible to:	Relevant Consultant in Public Health

Purpose of the Job:

- Responsible lead for the development and delivery of Public Health programmes and services that are safe, of high quality, cost-effective, sustainable, improve the health of the population and reduce health inequalities in Kent. The primary focus of the role is on developing the Smoke Free generation, Stopping the Start plan in Kent County Council which supports the Tobacco Control agenda.
- To analyse patterns of health and disease and undertake annual needs assessment to inform and shape commissioning within Public Health Services and across agencies.
- To support the reduction of health inequalities with a particular focus on the Lower Layer Super Output Areas (LSOAs)
- To contribute to the implementation of the transformation of health and social care in Kent

Main duties and responsibilities:

- Ensure that the objectives set in the County Council approved public health strategies and action plans are met and prepare reports to influence discussion and strategic decision-making.
- Develop, lead and manage multi-agency partnerships across the health and care economy in delivering programmes and services across the three domains of public health.
- Use the application of analytical, evaluative judgements and interpretive thinking to find solutions to public health issues. Proactively identify viable partnership options and establish collaborative working options to find practical actions and deliver strategic input to reduce health inequalities in Kent.

- Provide public health advice for a portfolio of commissioned services ensuring the implementation of strategic priorities of KCC and the wider Health and social care system. Work with internal and external stakeholders to focus on required outcomes and work with the wider public health team to assure quality in all public health services.
- Undertake qualitative and quantitative analysis and modelling [including health economics] to appraise programmes being planned or implemented and assist colleagues in the planning of evaluations for new programmes.
- Develop and motivate staff in accordance with KCC policies and procedures through day-to-day support and supervision in order to deliver a high-quality service.
- To develop public health capacity by raising awareness of the contribution to public health skills and knowledge in partner organisations and the local and wider public health community, including the local authority and voluntary sector, contributing to teaching, supervising, and assessing those training and working in the public health system.
- Contribute to the development of service specifications and performance management indicators as required for the procurement of Public Health programmes and services in Kent. Work with internal and external stakeholders to focus on required outcomes.
- Analyse patterns of health and disease and undertake annual needs assessment, health equity audits, service reviews and evaluations to inform and shape commissioning within Public Health Services and across agencies and the JSNA.
- Provide timely and accurate information and produce reports to inform and influence discussion and strategic decision-making. Work alongside Directors and Consultants in Public Health to work with the respective Boards, partner agencies, and central government on the delivery and outcomes of Public Health programmes and services influencing the national agenda.
- Contribute to the national agendas working on behalf of KCC and the wider partnership arrangements, demonstrating a good understanding of the political environment and application of concepts and principles.
- Work in liaison with borough and district Councils to provide system leadership.
- This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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.

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Person Specification: *Public Health Specialist- Smoke Free Generation*

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

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

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none"> • Master's degree in Public Health or a related field • Project or Programme management qualification or willingness to work towards this
EXPERIENCE	<ul style="list-style-type: none"> • Significant and wide-ranging experience in Public Health and commissioning services at a senior level • Experience of working within a partnership/multi-agency setting • Experience of working in a politically sensitive setting • Experience of staff management, including staff recruitment, supervision, motivation and development • Experience of conducting an audit
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in order to communicate at all levels in the organization and with external bodies. • Well-developed skills to prepare strategic reports • Excellent negotiation, planning and commissioning skills • Demonstrate a good understanding of the political environment and application of concepts and principles. • Ability to manage, recruit, motivate and develop people. • Ability to effectively prioritise and work to tight deadlines. • Public Health Specialists will be expected to have the ability to develop their analytical and modelling skills to meet the requirements of the changing presentation and use of the JSNA. Professional development will be supported to enable and empower public health specialists to have these skills. • Ability to translate national and local policy into appropriate public health/health improvement programmes and on the design management and implementation of these programmes locally • Excellent presentation, written and verbal communication skills and be able to produce, understand and interpret complex epidemiological and statistical information for a wide range of audiences, including NHS professionals, politicians and the general public • Computer literate • Demonstrable commitment towards service user and carer involvement in the development of services. • Demonstrable commitment to equality and promoting diversity in all aspects of working.
KNOWLEDGE	<ul style="list-style-type: none"> • A detailed working knowledge of Public Health and Health Inequalities • A clear understanding of partnership and multi-agency working. • A detailed working knowledge of performance and quality issues in Public Health

	<ul style="list-style-type: none"> • High level of understanding of epidemiology, statistics, public health practice, health promotion and health care evaluation • Analytical, evaluative judgements and interpretive thinking to find solutions gained through broad and in-depth experience. • Awareness of Data Protection and confidentiality issues. • Ability to travel to meet the requirements of the service.
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>

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 all residents in Kent and the economy of 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 and promote and ensure compliance with policies and procedures and the Council's Code of Conduct (Kent Code).
- 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.
- Maintain and ensure a relentless focus on the customer.
- Act to support the Council-wide need to deliver services within budget, thereby avoiding an overspend that could damage the financial viability of the Council.
- Overcome professional and service silos to achieve the County Council's objectives.

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 and engage with the market to constantly improve.
- Ensure all services are delivered effectively and efficiently.
- 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.

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, and nurture those with talent.
- Identify the skills for the future and the level of staff through robust workforce planning.
- Identify and deal with underperformance.
- Deliver to agreed budget and income targets.