

Role Profile



Role Title	Assistant Director – Public Health
Reference Number	
Directorate	Public Health, Customer & Community Wellbeing
Team	N/A
Job Category	Leadership & Management
Grade	Tier 3 Level 2

Role Purpose

To lead and manage public health initiatives, providing expert advice and fostering partnerships to improve community health and wellbeing.

This role will support, and formally deputise when required, the Director of Public Health, Customer & Community Wellbeing ensuring evidence-based strategies and compliance with statutory duties while promoting health equity and addressing local health priorities, bringing together the Public Health service.

Accountabilities

- As the Assistant Director of Public Health, be an active member of the Extended Leadership Team, providing input that shapes and develops a high performing and empowered Council, delivering an excellent service for the residents and communities through an ambitious, integrated and successful Public Health service.
- Lead and manage the specialist public health team, including Public Health Consultants, ensuring that it is adequately structured and skilled to deliver the Council's public health agenda.
- Improve health and wellbeing and reduce health inequalities by delivering the service elements of Joint Strategic Needs' Assessment priorities for action on health needs of specific populations and collaborate across organisational boundaries to ensure residents of Cumberland benefit from the right health and care programmes. Support the Assistant Director Commissioning and Strategy on the development of the Joint Strategic Needs' Assessment.
- Support the supply of Public Health services (including the mandated services of the Healthy Child Programme, NHS Health Checks, and services for sexual health and drug and alcohol misuse) that are either delivered directly or by providers through commissioned arrangements to drive early prevention and intervention and improve the overall health of Cumberland's communities.
- Support the commissioning of early intervention services, establishing evidence-based prevention initiatives, advising on and developing strategic plans for commissioned services and providing commissioning support to the NHS to improve outcomes for residents
- Act as a strategic lead for the vision of Public Health in Cumberland, ensuring continued implementation and successful delivery of health initiatives by the Council, partners or stakeholders.
- Put customer service and outcomes at the heart of service design and decision making, removing barriers and enabling staff to be entrepreneurial and innovative and work with stakeholders across departmental and organisational boundaries to co-design inclusive and joined-up services that are efficient, effective and meet the requirements of residents and communities.
- Lead the development and implementation of the Public Health function's strategy, plans, objectives, policies, systems and processes to deliver council priorities, ensuring they meet internal and external reporting requirements comply with external legislative and regulatory frameworks.

- Inspire, motivate and develop functional leaders and staff, to create an empowering, enterprising, modern and learning culture that enables staff to perform at their best and therefore both deliver excellent services to residents as well as retain and attract the best talent for the Council.
- Ensure the Public Health function uses all available resources in the most efficient and effective way that represents excellent value for money, managing budgets and ensuring services are continuously improved to see if they can be delivered in a more cost effective and streamlined way.
- Identify trends and developments in Public Health, anticipating future issues/health risks, promoting innovative new approaches that illustrate an understanding of the 'system wide picture', and positively challenging current thinking to deliver better services and outcomes for Cumberland communities.
- Foster and cultivate long term constructive relationships with a range of stakeholders at both a local and national level, to position Cumberland at the centre of relevant networks that help improve the Public Health service.
- Work with the Cabinet and the relevant Member portfolio holder as the Council's expert on Public Health, to provide advice, guidance, clarity and insight into functional delivery and performance.
 - Provide leadership in risk management, emergency response and business continuity both corporately and as part of your directorate, being available for response rotas as required.
 - Conduct any other duties commensurate with the scope and grade of the role.

Cumberland Employee Accountabilities

- Ensure that suitable and sufficient assessments of risk are carried out in relation to their operations, activities and premises, and that the control measures which they identify are adequately communicated and implemented, and that a written record of these assessments is maintained and the assessments periodically reviewed.
- All Employees have a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Employees must co-operate with employers and co-workers to help everyone meet their legal requirements.

Knowledge / Skills / Experience required

- Seasoned professional in delivering Public Health, with a breadth of understanding of all areas that the role covers.
- Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview).
- Holder of Certificate of Completion of Training (CCT) or the equivalent (if non-UK trained).
- CPD certification in accordance with Faculty of Public Health requirements or other recognised body.
- Membership of the Faculty of Public Health by examination, by exemption or by assessment.
- Experience of shaping a Public Health strategy and objectives, covering a range of services and activities that have shared objectives.
- Experience of leading a function or department within a complex and diverse organisation.
- Experience of forging partnerships and creating long lasting relationships that extend beyond organisational boundaries to collaborate with and influence key stakeholders.
- In-depth understanding of regulations/legislation and best practice within the Public Health arena and wider sector, with a thorough understanding of national and Local Government developments, policy, and emerging trends.
- Ability to use leadership skills to build an understanding of the agendas or motivations of others in order to keep them motivated and engaged.
- Ability to foster an innovative and curious mindset that drives an ambitious and inclusive way of working, and empower staff to see continuous learning as a positive that drives better solutions and outcomes.
- Strong organisational and political acumen, with the ability to work with elected Members and interest groups to build consensus and shape services.


- Excellent commercial acumen and financial management skills.

Dimensions of role

- The role will be leading a department for Cumberland Council, developing a vision and leading strategy.
- The role will have ownership of a departmental budget.
- Planning will be over a multi-year horizon.

Date	04/03/25
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Our Values

<p>Cumberland Council takes a fresh approach to the delivery of inclusive services that are shaped by our residents and communities.</p> <p>By enabling positive outcomes for health and wellbeing, prosperity and the environment, we will fulfil the potential of our people and our area.</p>	 <p>The diagram illustrates the core values of Cumberland Council. At the top, a yellow speech bubble contains the text "In everything we do we aim to:". Below this, five yellow chevron-shaped boxes are arranged in two rows. Each box contains a circular icon and a corresponding value statement. The top row includes "Be compassionate" (with a heart icon), "Be innovative" (with a lightbulb icon), and "Be empowering" (with a group of people icon). The bottom row includes "Be ambitious" (with a target icon) and "Be collaborative" (with a handshake icon).</p>
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