



Cumberland Council

Post Specification

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| Date | March 2025 |
| Post Group Number | 6260 |
| Post Title | Consultant in Public Health/Consultant in Public Health Medicine |
| Job Family | Regulation and Technical |
| Job Family Role Profile | RT19 |
| Final Grade | 19 |

To be read in conjunction with the job family role profile

Service Area description

Within Cumberland Council, Public Health is part of the Public Health and Communities Directorate. This Directorate also includes public protection services including environmental health, licensing and trading standards, and various community-focused services including community development, social enterprise development, community safety, and developing links with the third sector.

The area is served by two Integrated Care Boards, with most of the area covered by the Northeast and North Cumbria ICB, and part of the south of the area covered by Lancashire and South Cumbria ICB.

Purpose of this post

On behalf of the local authority, the postholder working with the DPH and other colleagues will lead on improving the health and wellbeing of the residents which is underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve health of its residents. The postholder will take responsibility for strategic objectives of the local authority and the Health & Wellbeing Board and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. The postholder will be expected to work across organisations, be able to influence budgets held by those organisations, and to advocate for change effectively.

On behalf of the authority to take responsibility for ensuring delivery of public health mandated services such that the full range of benefits are delivered to residents of the authority. These services include sexual health services, NHS HealthCheck, substance misuse services, the Healthy Child Programme and National Child Measurement Programme and specialist public health support to the NHS. This will include taking responsibility for the relevant outcome indicators within the PHE, NHS (and Social Care) Outcome frameworks and working across organisational boundaries.

To lead work across all Council directorates as well as influencing partnership boards (dealing with health determinants) to maximise health improvement opportunities and the reduction of inequalities in health outcomes amongst residents. This will include using the Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.

The work will include working across the entire Council, NHS bodies (the Council has a statutory duty to provide public health advice to NHS partners and the Council's Health and Well Being Board has a coordinating role for the whole of the health and care system) and other partner agencies. It will also involve influencing private sector, voluntary sector and community sector organisations that can impact on health and influencing the attitudes and behaviour both of professionals and of the population generally.

In delivering the strategic objectives the postholder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders including politicians. In addition to any direct responsibility for managing staff or budgets, will be responsible for change and improvement in the agreed areas of work and for supporting the delivery of the statutory duty of the Council to take the steps it considers necessary to improve the health of its communities.

Key job specific accountabilities

The strategic responsibility of the postholder is to provide professional and strategic leadership for public health services in the Cumberland area. The post holder will lead on key areas of work across the public health team and contribute to work with other Local Authority colleagues and key partner agencies, particularly the North East and North Cumbria Integrated Care Board and North Cumbria Integrated Care NHS Trust.

In delivering that responsibility the postholder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues. In negotiation with the DPH (&/or the Council), the postholder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. Postholders will be expected to maintain both the general expertise as well as develop topic-based expertise as required by the DPH and will be expected to deputise for the DPH as and when required.

The range of duties expected of the postholder include:

- 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, NHS organisations, the 3rd sector, the public and partners. Where required to so, the postholder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.
- Taking responsibility for development, implementation and delivery 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 organizations 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 may include 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 NHS organisations, the contractor professions, OHID and UKHSA.
- Providing the key local authority link to the research community, providing advice/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 training obligations of the directorate, including becoming the Educational Supervisor. These duties will be agreed jointly with the relevant Head of the School of Public Health.

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

Management arrangements and responsibilities

The postholder will ultimately be professionally accountable to the employing authority and managerially accountable to the employing authority via the Director of Public Health. Professional appraisal will be required.

The postholder:

- will manage staff (including trainees)
- will manage budgets
- will be expected to deputise for the Director of Public Health as required

Professional obligations

These include:

- Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which s/he is responsible
- Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and LAs management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality
- Undertake an annual professional appraisal including completion of a programme of CPD, 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 (Specialist) Register or other specialist register as appropriate.

- Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UKPHR requirements
- Contribute to medical 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 maintain effective, courageous, and responsible public health advocacy

Personal Qualities

The postholder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance system and organizational 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 and at the same time maintain the ability to challenge and advocate for effective working and 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.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

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| Budget Responsibilities | <ul style="list-style-type: none"> • Will manage budgets |
| Staff Management Responsibilities | <ul style="list-style-type: none"> • Will manage staff (including trainees) |
| Other | <ul style="list-style-type: none"> • Will be expected to deputise for the Director of Public Health as required |

Essential Criteria - Qualifications, knowledge, experience and expertise

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)

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 practice

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 *[see shortlisting notes below for additional guidance]*

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]*

Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body.

MFPH by examination, by exemption or by assessment

Able to influence senior members including directors and CEOs

Able to both lead teams and to able to contribute effectively in teams led by junior colleagues

Commitment to work within a political system irrespective of personal political affiliations

Delivery of successful change management programmes across organizational boundaries

Experience of using complex information to explain public health issues to a range of audiences

Strategic thinker with proven leadership skills and operational nous

Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources

Ability to lead and manage the response successfully in unplanned and unforeseen circumstances

Analytical skills able to utilize both qualitative (including health economics) and quantitative information

Ability to design, develop, interpret and implement strategies and policies

In depth understanding of the health and care system and the relationships with both local national government

In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice

Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)

Understanding of the public sector duty and the inequality duty and their application to public health practice

Desirable

Masters in Public Health or equivalent

Media experience demonstrating delivery of effective health behaviour or health promotion messages

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands

Physical Demands

Working Conditions

Other Factors

- Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which s/he is responsible
- Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and LAs management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality
- Undertake an annual professional appraisal including completion of a programme of CPD, 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 (Specialist) Register or other specialist register as appropriate.
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