

## **Public Health Merton London Borough of Merton**

<b>Job Title:</b>	Senior Public Health Principal
<b>Role allocation:</b>	The post is shared equally between Public Health Merton and the Merton Clinical Commissioning Group
<b>Grade/Band:</b>	Management Grade C
<b>Responsible to:</b>	Assistant Director & Consultant in Public Health (AD/CPH)
<b>Accountable to:</b>	Director of Public Health
<b>Location:</b>	Merton Civic Centre, London Road, Morden SM4 5DX
<b>Working hours:</b>	1 WTE- 35 hours per week

### **Job Purpose**

Working under the Assistant Director & Consultant in public health (AD/CPH).

- To take the strategic/ operational lead for specific areas and participate fully in the work programme of Public Health Merton to achieve its objective of improving the health in this population and reducing health inequalities in Merton
- To provide professional leadership within Public Health Merton and the wider health and social care organisational structures in the Merton Council (LBM) and Merton Clinical Commissioning Group (MCCG)
- To provide a managerial lead on one major area of public health management, and support the lead AD/CPH in one area of corporate leadership
- To provide support to the Merton Clinical Commissioning Group in the commissioning high quality programmes based on priorities in the Merton Health and Wellbeing Strategy and needs identified in the Joint Strategic Needs Assessment

Additionally the post will provide public health commissioning knowledge and support the process of developing specifications, managing tendering processes, performance managing and monitoring programmes and addressing performance issues, drawing on the support of council procurement expertise.

### **Job Summary**

To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health and lead on core public health analytical or evaluation functions.

To commission and lead the development, implementation and evaluation, of significant public health initiatives and national programmes in support of Public Health Merton's objective.

To coordinate multi-agency working within Merton on specific topics and programmes.

To lead on the development of public health capacity and raising awareness of the contribution of public health skills and knowledge in the local health community, local authority and voluntary sector, including working and supporting frontline workers in other non-NHS agencies and health care professionals.

To work with partner agencies, community organisations and the public to build community involvement approaches to health and well-being.

To provide professional leadership within Public Health Merton and the wider health and social care organisational structures in the Merton Council and Merton Clinical Commissioning Group.

To fully contribute to the public health corporate agenda of the London Borough of Merton (Merton Council), and support the AD/CPH in one area of Corporate Leadership.

To take a full and active part in the general management of Public Health Merton, and provide a managerial lead on one major area of public health management.

Whilst the post holder will initially lead and join several groups covering specific areas of public health the post is a generalist post. The particular portfolio of work the postholder is involved with will be reviewed on a frequent basis and will be adapted in line with both the person's personal and career development and the needs of Public Health Merton.

## **Specific Duties and Responsibilities**

### ***Communication***

1. Develop and maintain relationships with key stakeholders in Merton including: London Borough of Merton, Merton CCG, the voluntary sector, the business sector and local networks.
2. Development and maintain relationships with other public health teams/ departments, CCGs and other national and sector wide networks.
3. To take responsibility for the publication of relevant health issues and public health activities through a range of media e.g. press, newsletters, radio etc.
4. To respond to media enquiries/ media management in conjunction with other partners.
5. Promote the work of public health both locally and nationally, for example through service events, displays and exhibitions, media, conferences, reports and publications.
6. Dissemination of evidence based practice to partners.
7. To lead on the production of reports on the health of the population of Merton.
8. To ensure standards and guidelines are updated and adopted and communicated across sectors.
9. To actively encourage adoption of joint planning and targets to help reduce inequalities.

### ***Training/Teaching***

10. To contribute to public health training and teaching as appropriate, to participate in professional development meetings and facilitate/ coordinate any training meetings.
11. To contribute to the training programme for SHOs/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.

### ***Management Skills***

12. As a member of the Public Health Merton management team take a full and active part in the general management of the team.

13. To provide a managerial lead on one major area of public health management (e.g. performance management, finance, human resources or office management)
14. To participate in the organisation's staff appraisal scheme, departmental audits, and to ensure appraisal of any staff for which the post holder might be responsible.
15. To participate in the recruitment and selection of staff.
16. In the context of wider strategies and plans agreed with their line manager, design and implement a planned programme of work with annual work targets, budget allocations and evaluation criteria.
17. The postholder is expected to work on a project basis, which may involve leadership and management of staff for which they have no direct line management responsibility.
18. To manage specific projects including the co-ordination of staff to ensure all budgets, targets and evaluation criteria are achieved.
19. Identifying funding sources through the annual commissioning round and identify alternative sources of funding from the business, community and voluntary sector. Preparing bids and business cases to access this funding.
20. To commission services either following successful funding bids or as contained in the Merton's strategic programme.
21. Budget management ensuring sound financial control systems are in place and expenditure is allocated appropriately.
22. To lead on mainstreaming of successful initiatives including refocusing mainstream resources.
23. To manage the delivery of services commissioned by Public Health Merton.
24. To fully contribute to effective clinical governance.
25. Monitoring compliance with national standards and local specifications and report to relevant local and government level structures.

### ***Technical Skills***

26. To provide methodological advice as relevant to specific areas of strategy and policy development.
27. To support the development of capacity in the local authority, NHS, and other sectors, to deliver public health initiatives.
28. To provide appropriate responses to requests for public health information, statistics or advice.
29. To be an active participant in the various local partnerships, as directed and appropriate, to provide appropriate public health input into the work of the partnership. Take a lead on other specified areas of partnership working, promoting integration of health and social services and input into the wider government agenda.
30. To contribute to the formation and development of effective relationships with MCCG and other sector or regional health and social care organisations, to enable the development of greater public health capacity in both primary care and partner agencies.
31. Carryout profiling and benchmarking of services against national standards, identifying areas for improvement.

### ***Analytical Skills***

32. Identifying, accessing and analysing both routine and specific data in any given topic area.
33. Undertake systematic literature reviews, critical appraisal of evidence and the production of reports on the outcome of the review.
34. Ability to assess the health needs, health inequalities and health impact assessments to identifying areas for action within the local population whilst have due regard to cultural diversity in the community.
35. To carry out evaluation of the relevant available evidence to effectively plan and implement all work undertaken.
36. To work with the heads of services or equivalent in the development of the information base essential for needs assessment, service evaluation and capacity and demand planning.
37. To facilitate methodological frameworks for the evaluation of the effectiveness of healthcare provision and programmes and measurement of appropriate health outcomes.
38. To undertake basic primary research, audits and evaluations as required.

### ***Planning and Organisational***

39. Responsible for ensuring any requirements from the programme groups the postholder leads are inputted into the organisations business cycle.
40. To lead one or more areas of the public health priority (XXX), ensuring the development and implementation of programmes in specific areas to meet local targets for the improvement of health and the reduction of inequalities.
41. To contribute to the development of the strategic plans in relation to programme groups of which the post holder is a member but does not lead.
42. To produce regular progress reports, including the setting of objectives and priorities, and an annual summary of activities and achievements
43. Supporting other commissioners through service level agreements- in the MCCG, other services, etc.
44. To lead specified aspects of the organisation's contribution to building of partnerships with relevant bodies in the statutory, non-statutory and private sector.
45. To take an active role in partnerships including chairing meetings in local, sector wide and pan London meetings.

### ***Professional Leadership***

46. To provide professional leadership within the Public Health Merton and wider organisation under one of the broad public health priority areas, as directed by the lead AD/CPH (e.g. health inequalities, long term conditions and older people's health, young people's and maternal health, oral health).
47. Development of local strategy and policy including the Joint Strategic Needs Assessment (JSNA), contributing to Public Health Merton, wider Local Authority, NHS and multi-agency plans and, where required, leading across the borough or the sector.
48. Lead on the assessment of health needs, health inequalities and health impact assessment and identification of areas for local action in relation to this programme area.

49. Lead on partnership working in relation to this programme area, liaising at a senior level with partner agencies to agree strategic priorities, develop local policy and facilitate partnership working at an operational level.
50. Ensure that internal and external reports are produced in relation to this priority area as required.
51. Liaise with the leads in the Public Health Priority (Adults & Elderly Care) to ensure that key priorities are picked up by the relevant programme group, ensuring good co-ordination and clarity on priorities and responsibilities.
52. Be the contact person for all queries in relation to the priority area, referring to programme group leads as appropriate.
53. Advise on inclusion of priority area in the annual public health report and other reports and plans, and take a lead in relation to a broad public health area as directed by the AD/CPH, being responsible for keeping up to date with national policy developments and local priorities.

### ***Corporate Leadership***

54. Supporting the AD/CPH in developing and maintaining relationships with Merton CCG, including the Director of Performance and Commissioning and other senior staff, and providing advice on local public health priorities and contributing to local partnership plans.
55. Supporting the AD/CPH for a designated local strategic group, under the Merton Partnership.
56. Supporting the AD/CPH for clinical governance, including professional development (KSF) and performance, risk management, public and patient involvement, and audit and evaluation.

### ***General***

57. To develop links with academic centres as appropriate including the Public Health Observatory to ensure the work of the organisation is based on a sound research and evidence base.
58. Any other duties as agreed with the line manager, Director of Public Health or Public Health Managers. This could include the supervision of agency and temporary staff.
59. Comply with all policies and procedures drawn up by the organisation including the smoking policy, flexi time policy, health and safety, equal opportunities and confidentiality in line with the Data Protection Act.
60. Most of this work will be in Merton although the post-holder will also contribute to work across the sector. This role might require occasional evening working.
61. To pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and to undertake revalidation or other measures required to remain on the GMC Register or other professional register as appropriate.

**Public Health Merton**  
**PERSON SPECIFICATION FOR THE POST OF**  
**Senior Public Health Principal**

<b>Requirements</b>	<b>Essential</b>	<b>Desirable</b>	<b>To Be Tested*</b>
<b><i>Education, training &amp; qualifications</i></b>			
1. Conceptual and analytical skills, normally demonstrated by degree level education or equivalent.	✓		A
2. MSc qualification in Public Health/Health Policy or related subject or equivalent professional qualification.	✓		A
3. Completion of Part I Faculty of Public Health Examination.		✓	A
4. MFPH by examination, by exemption or by assessment.		✓	A
5. Inclusion in the UK public health register		✓	A
<b><i>Knowledge</i></b>			
6. An understanding of equal opportunities and its relevance to delivering health improvement initiatives	✓		A/I
7. Knowledge of Local Authority, health and Social Care, the NHS, partnership and interagency work.	✓		A/I
8. Knowledge of health strategy and health policy development.	✓		A/I
9. Understanding of quantitative and qualitative research.	✓		A/I
10. Understanding of nature and sources of public health information.	✓		A/I
11. Knowledge and understanding of commissioning and performance management.	✓		A/I
12. An understanding of effective ways of working with targeted population groups.	✓		A/I
13. An understanding of health inequalities and the main determinants of health.	✓		A/I
14. Understanding of epidemiology and statistics.	✓		A/I
15. Understanding of public health practice, health promotion, health economics and health care evaluation.	✓		A/I
16. Knowledge of methods of developing clinical quality assurance and evidence based clinical practice	✓		A/I
17. Understanding of social and political environment	✓		A/I
18. Understanding of integrated services and integrated working	✓		A/I
<b><i>Previous Experience</i></b>			
19. Substantial experience (≥ 5 years) of working within the NHS or Local Authority settings preferably in a public health role	✓		A

20. Three or more years' experience of public health practice at senior level	✓		A
21. Experience of undertaking health needs assessment, health care evaluation, health strategy and policy development	✓		A/I
22. Experience of supervising, supporting and managing staff directly/indirectly	✓		A/I
23. Experience of working in a multicultural setting		✓	A
24. Experience of managing budgets		✓	A/I
25. Teaching or training experience	✓		A/I
26. Previous experience of audit or quality assurance		✓	A/I
27. Practical experience in facilitating change in health and/or social care practice		✓	A/I
28. Scientific publications, presentation of papers at conferences, seminars etc.		✓	A
<b>Skills &amp; Abilities</b>			
29. Ability to provide professional leadership within a defined public health area.	✓		A/I
30. Ability to participate in strategic planning and policy development and implement change	✓		A/I
31. Ability to negotiate at a senior level both within and outside the organisation	✓		A/I
32. Ability to provide professional advice to Health Agencies and other bodies	✓		A/I
33. Ability to transform research outcomes into effective health information that can be used to improve health	✓		A/I
34. Ability to conduct literature reviews and undertake critical appraisals	✓		A/I
35. Ability to lead, motivate and develop individuals and teams	✓		A/I
36. Excellent oral, written and interpersonal communication skills	✓		A/I
37. Strong project management skills	✓		A/I
38. Good facilitation, presentational & training skills	✓		A/I
39. Ability to conduct audits and evaluations	✓		A/I
40. Good budgetary management skills	✓		A/I
41. Able to prioritise work, and work well against a background of change and uncertainty	✓		A/I
42. Adaptable to situations, can handle people of all capabilities and attitudes	✓		A/I
43. Excellent IT skills including use of databases, statistical packages and keyboard skills to RSA level1 or equivalent	✓		A/I
44. Flexible approach to work, with the ability to deliver public health tasks at short notice	✓		A/I
45. Highly developed numeric and analytical skills.	✓		A/I

46. Strong commitment to public health principles	✓		A/I
47. Self-motivated, pro-active, and innovative	✓		A/I
<b><i>Other Requirements (relevant to this post)</i></b>			
48. Commitment to develop and improve own performance	✓		A/I
49. Commitment to develop and improve the performance of the department	✓		I
50. Satisfactory attendance record	✓		I
51. Continual development of all public health competencies.	✓		A/I

Key: A = application form, I = interview, T = test, etc.