



LONDON BOROUGH OF MERTON
PUBLIC HEALTH DEPARTMENT
JOB DESCRIPTION

POST TITLE: Senior Public Health Principal (COVID-19)

Grade: MGC

DIVISION/SECTION: Public Health, Community and Housing

Location: 3rd Floor Civic Centre

Responsible to: Consultant in Public Health

Responsible for:

Post number: M3030814

Date: November 2020

1. MAIN PURPOSE

The post holder will be employed by the London Borough of Merton as part of the Merton Public Health Team and will be responsible for leading development and delivery of specific projects within a designated portfolio (Children or Adults or COVID-19). The person will work across organisations in Merton, including the London Borough of Merton, the Merton Clinical Commissioning Group (MCCG) and the voluntary sector.

2. MAIN DUTIES AND RESPONSIBILITIES

The post holder will work as part of the public health team, providing public health advice and support to public health practitioners within the public health department, to colleagues and departments across the Council and to other partner organisations.

The post holder will play a key role in managing change and transition within the public health department and in the public health function more widely, as well as day to day operational activities of the department. All Public Health

staff will have a role to play in supporting and working closely with other departments within the Council in order to improve health and well-being outcomes for the population of Merton and to tackle health inequalities. The post holder will also develop and maintain key partnerships with primary and secondary care, clinical networks, the voluntary sector and the wider community.

The post holder will lead and manage specific projects focused on COVID-19. S/he will need to develop strong working relationships and joined-up approaches across the Council, with a particular emphasis on links to Children, Schools and Families, Community & Housing and South West London Clinical Commissioning Group. The postholder will have experience supporting and implementing service development and redesign across care pathways, including population interventions for prevention. The postholder will lead specific projects and support the COVID-19 response, development, commissioning, delivery, evaluation and performance management of programmes and services designed to improve health and reduce health inequalities in these key areas.

The post holder should have experience in and advanced skills to analyse, complex public health issues, undertake needs assessment, research and critical appraisal to inform evidence-based public health interventions.

The post holder will have the ability to cope with multiple and changing demands and be able to meet tight deadlines – including flexibility and resilience in a demanding and fast changing environment.

A high level of intellectual rigour, political awareness, negotiation and motivation skills and flexibility are required. A high level of tact, diplomacy and leadership is required and an ability to understand other cultures, advise, challenge and advocate to enable effective working across organisational boundaries and influencing without direct authority.

Areas of work will change over time as projects come to an end and the needs and priorities of the department and organisation change.

3. KEY TASKS

The postholder will undertake the following under the Consultant in public health (CPH) who leads on either Adults and Older people or Children and Young people:

- To take the strategic lead for specific areas, focusing on COVID-19, and participate fully in the designated 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 expertise and advice in one or more areas for evidence-based decision making in Public Health Merton, the wider health and social care organisational structures in the Merton Council (LBM) and Merton Clinical Commissioning Group (MCCG) and the voluntary sector

- To manage the development and commissioning of a variety of public health products (e.g. health needs assessment, evaluations, health impact assessments, health equity audits), including public involvement and multi-agency working
- To provide support to the Merton Clinical Commissioning Group in commissioning high quality programmes based on priorities in the Merton Health and Wellbeing Strategy and needs identified in the Joint Strategic Needs Assessment
- To provide a directorate managerial lead on one major area of public health management, and support an Consultant in Public Health in one area of corporate leadership.

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.

4. MANAGEMENT ARRANGEMENTS

The postholder will be managerially & professionally accountable to the Consultant in Public Health.

5. PROFESSIONAL OBLIGATIONS

The postholder will be expected to participate in the London Borough of Merton's staff appraisal scheme and departmental audits, and ensure appraisal and development of any staff for which s/he is responsible

6. ADDITIONAL INFORMATION

The job description will be subject to review in consultation with the post holder and in the light of the needs of the employing organisation and the development of the speciality of public health and any wider developments in the field of public health.

Specific Duties and Responsibilities

Communication

1. Develop and maintain relationships with key stakeholders in Merton including: London Borough of Merton, South West London CCG, the voluntary sector, the business sector and local networks.
2. Develop and maintain relationships with other public health teams/ departments, CCGs and other national and sector wide networks.

3. Promote the work of public health both locally and nationally, for example through service events, displays and exhibitions, media, conferences, reports and publications.
4. Disseminate evidence based practice to partners.
5. Communicate findings from reports on the health of the population of Merton such as the Joint Strategic Needs Assessment.
6. Ensure standards and guidelines are updated and adopted and communicated across sectors.
7. Actively encourage adoption of joint planning and targets to help reduce inequalities.

Training/Teaching

8. To contribute to public health training and teaching as appropriate, to participate in professional development meetings and facilitate/coordinate any training meetings.

Management Skills

9. 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. 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.
10. Manage specific projects including the co-ordination of staff to ensure all budgets, targets and evaluation criteria are achieved.
11. Identify 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.
12. To commission services either following successful funding bids or as contained in the Merton's strategic programme.
13. Manage budgets, ensuring sound financial control systems are in place and expenditure is allocated appropriately.
14. Mainstream successful initiatives including refocusing mainstream resources.
15. Manage the delivery of services commissioned by Public Health Merton.
16. Monitor compliance with national standards and local specifications and report to relevant local and government level structures.

Technical Skills

17. Provide methodological advice as relevant to specific areas of strategy and policy development.

18. Support the development of capacity in the local authority, NHS, and other sectors, to deliver public health initiatives.
19. Provide appropriate responses to requests for public health information, statistics or advice.
20. Be an active participant in relevant local partnerships to provide appropriate public health input into the work of the partnership
21. Take a lead on other specified areas of partnership working, promoting integration of health and social services and input into the wider government agenda.
22. Contribute to the formation and development of effective relationships with South West London CCG 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.
23. Carry out profiling and benchmarking of services against national standards, identifying areas for improvement.

Analytical Skills

24. Identify, access and analyse both routine and specific data in any given topic area.
25. Undertake systematic literature reviews, critical appraisal of evidence and the production of reports on the outcome of the review.
26. Ability to assess the health needs, health inequalities and health impact assessments to identify areas for action within the local population whilst having due regard to cultural diversity in the community.
27. Evaluate relevant available evidence to effectively plan and implement all work undertaken.
28. 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.
29. Facilitate methodological frameworks for the evaluation of the effectiveness of healthcare provision and programmes and measurement of appropriate health outcomes.
30. Undertake basic primary research, audits and evaluations as required.

Planning and Organisational

31. Ensure any requirements from the work the post holder leads are inputted into the Council's business cycle.
32. Lead one or more areas of the public health area of work, ensuring the development and implementation of programmes in specific areas to meet local targets for the improvement of health and the reduction of inequalities.
33. Contribute to the development of strategic plans in relation to designated work area

34. Produce regular progress reports, including the setting of objectives and priorities, and an annual summary of activities and achievements
35. Support other commissioners through service level agreements; e.g., the MCCG.
36. Lead specified aspects of the organisation's contribution to building of partnerships with relevant bodies in the statutory, non-statutory and private sector.
37. To take an active role in partnerships including chairing meetings in local, sector wide and pan London meetings.

Professional Leadership

38. 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 Consultant in Public Health (CPH) (e.g. health inequalities, long term conditions and older people's health, young people's and maternal health, oral health).
39. 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.
40. 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.
41. 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.
42. Ensure that internal and external reports are produced in relation to this priority area as required.
43. Liaise with the leads in the Public Health Priority to ensure that key priorities are picked up by the relevant programme group, ensuring good co-ordination and clarity on priorities and responsibilities.
44. Be the contact person for all queries in relation to the priority area, referring to programme group leads as appropriate.
45. 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

46. Supporting the AD/CPH in developing and maintaining relationships with South West London 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.

47. Supporting the AD/CPH for a designated local strategic group, under the Merton Partnership.
48. Supporting the AD/CPH for clinical governance, including professional development (KSF) and performance, risk management, public and patient involvement, and audit and evaluation.

General

49. To develop links with academic centres as appropriate to ensure the work of the organisation is based on a sound research and evidence base.
50. 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.
51. 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.
52. 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.
53. 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.

GENERAL CONDITIONS

Terms and conditions of service

- The post is subject to general London Borough of Merton employment policies.

Pension Scheme

- The Local Government Pension Scheme will be available.

Flexibility

- The postholder 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 public health staff member has an obligation not to disclose any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

Public Interest Disclosure

- Should a public health staff member 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 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

- The post holder is required to maintain the confidentiality of information about patients, staff, Council and NHS business in accordance with the Data Protection Act 1984. Where it is known that a member of staff has communicated information to unauthorised persons, he or she will be liable to disciplinary proceedings.

Health and safety

- All employees have a duty under the Health & Safety at Work Act 1974 to comply with safe systems of work established by the Council which include the maintenance of a safe working environment for patients, visitors and employees.
- In particular, the post holder is expected to make positive efforts to promote his/her own personal safety and that of others by taking reasonable care of work by carrying out requirements of the law or by following recognised codes of practice.

Smoking policy

- The employing organisation has a policy that smoking is not allowed in the work place.

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, the post holder must at all times carry out his or her responsibilities with regard to the Council's Equality and Diversity Policies.

Risk Management

- The post holder has a responsibility in the promotion of a Risk Management culture by ensuring that all risks in the workplace (including work practices and environment) are identified, assessed and reported for inclusion in the Risk Register, as set out in the any policies and procedures.
- The post holder is expected to comply with the provisions of the Incident Reporting and Management Policy and attend mandatory training provided to support implementation.

Business Continuity/Civil Emergencies

- In the event of a major incident or emergency situation, the post holder will be expected to undertake any other duties as required to maintain business continuity.
- This may include work outside of the post holder's normal sphere of activities, including functions not detailed within this job description or working within another location, environment or NHS Trust.
- However, the post holder will not be required to undertake any function for which he or she is not trained or qualified to perform. Normal health & safety procedures would continue to apply and accountability remains with the London Borough of Merton.

Public Health Merton

PERSON SPECIFICATION FOR THE POST OF

Senior Public Health Principal

Requirements	Essential	To Be Tested*
<i>Education, training & qualifications</i>		
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
<i>Knowledge</i>		
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
<i>Previous Experience</i>		
19. Substantial experience of working within the NHS or Local Authority settings preferably in a public health role	☐	A

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

45. Flexible approach to work, with the ability to deliver public health tasks at short notice	<input type="checkbox"/>	A/I
46. Highly developed numeric and analytical skills.	<input type="checkbox"/>	A/I
47. Strong commitment to public health principles	<input type="checkbox"/>	A/I
48. Self-motivated, pro-active, and innovative	<input type="checkbox"/>	A/I
<i>Other Requirements (relevant to this post)</i>		
49. Commitment to develop and improve own performance	<input type="checkbox"/>	A/I
50. Commitment to develop and improve the performance of the department	<input type="checkbox"/>	I
51. Satisfactory attendance record	<input type="checkbox"/>	I
52. Continual development of all public health competencies.	<input type="checkbox"/>	A/I

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