

CROYDON COUNCIL

ROLE PROFILE AND PERSON SPECIFICATION

DIRECTORATE: Assistant Chief Executive

DIVISION: Public Health

JOB TITLE: **Public Health Principal**

ROLE PROFILE

Job Title:	Public Health Principal
Directorate:	Assistant Chief Executive
Division:	Public Health
Grade:	Grade 16
Hours (per week):	36
Reports to:	Consultant in Public Health
Responsible for:	May have direct reports
Role Purpose and Role Dimensions:	<ul style="list-style-type: none">• The post holder will be employed by the London Borough of Croydon as part of the Public Health Team and will be responsible for leading the strategic development and delivery of local projects and programmes to achieve longer, healthier lives for everyone in Croydon.• The post holder will have expert specialist subject knowledge in more than one area of public health practice and will be expected to be able to work on any public health priority as allocated, reporting to the Consultant in Public Health or Head of Service who is the lead for that area.• The post holder will contribute to delivering the goals of increased healthy life expectancy, reducing the difference in life expectancy between communities; increased resilience and independence; and a positive experience of care.• The primary focus will be to improve the health of the Croydon population and reduce health inequalities as underpinned by the Public Health Outcomes Framework. The post holder will lead specific projects and support the development, commissioning, delivery, evaluation and performance management of programmes and services designed to improve health and reduce health inequalities.• The post holder will be able to work independently without the need for substantial supervision to deliver work of high quality.• The post holder may be required to manage a number of staff at appropriate grades in order to take forward operational project delivery.

Commitment to Diversity:

The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

As a member of the public health team the post holder will take individual and collective professional responsibility for championing the council's diversity agenda; proactively implement initiatives which secure equality of access and outcomes; and commit to continual development of personal understanding of diversity.

Key External Contacts:

- Croydon Health and Wellbeing Board
- South West London Clinical Commissioning Group
- UK Health Security Agency
- Office for Health Improvement and Disparities
- NHS England
- Local NHS trusts
- Department of Health
- Other London boroughs
- Greater London Authority
- Local Government Association
- London Councils
- Local voluntary and community organisations
- Healthwatch Croydon
- Members of the public, patients, service users, carers

Key Internal Contacts:

- Director of Public Health
- Consultants in Public Health
- Directors and Heads of Service across council departments
- Local strategic partnership theme managers within the council
- Elected members
- Staff at all levels across the organisation

Financial Dimensions:

Responsible for the co-ordination, administration and monitoring of dedicated public health budgets (estimated range £100K-£400K).

Key Areas for Decision Making:

- Analyse complex public health issues; undertake needs assessment, research and critical appraisal to inform evidence based public health interventions; and produce recommendations for action by the council and its partners in relation to public health.
- Able to identify and engage with the full breadth of stakeholders, including statutory and voluntary sector, health, social care and education professionals, NHS England, UKHSA, OHID, members of the public, community groups;

- officers and elected members on any given public health issue.
- Propose policy or service changes to improve the health and wellbeing of the Croydon population and members of staff.
- Advise on the implementation of national and local policies including policies which impact across a large number of community groups and areas and require partnership working for effective delivery.
- Deliver projects to agreed timescales; manage own work programme and the work programme of any directly reporting staff.

Other Considerations:

Some evening and weekend work may be required, for example attendance at evening committee meetings.

The post holder may be required to attend conferences/ professional networks or other educational events within London.

Is a satisfactory disclosure and barring check required?
[\(click here for guidance on DBS\)](#)

Standard DBS check

What level of check is required?

Is the post politically restricted
[\(Click here for guidance on political restriction\)](#)

No

Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974
[\(Click here for guidance on ROA \)](#)

No

Key Accountabilities and Result Areas:

Project Management and Leadership

Key Elements:

- Develop and manage strategic projects to improve health and reduce health inequalities.
- Advise on evidence of local need and on the evidence of planned interventions.
- In the context of wider strategy and plans agreed with

their line manager, design and implement a planned programme of work with annual targets, budget allocations and evaluation criteria.

- The post holder is expected to implement and deliver projects, which may involve leadership and management of between one and five staff for which they have no direct line management responsibility.
- The post holder is expected to implement and deliver projects, working at a high strategic level
- Manage specific projects including the co-ordination of staff to ensure that all budgets, targets and evaluation criteria are achieved.
- Ensure the selection of appropriate evidence and evaluation methodologies in the development and implementation of programmes and projects.
- Establish and implement project plans, ensuring that these are aligned with council commissioning and business cycles.
- Make recommendations to and negotiate with project team members and senior managers regarding allocation of project tasks.
- Provide effective performance management of outsourced projects ensuring key outcomes are delivered effectively and efficiently
- Monitor compliance with national standards and local specifications and report to relevant local and government level structures.

Public Health Commissioning

- Provide support to commissioned projects within Croydon Council to ensure that existing and newly developed services are provided according to need and public health principles.
- To provide support to the SWL Clinical Commissioning Group in commissioning high quality programmes based on priorities in the Croydon Health and Wellbeing Strategy and needs identified in the Joint Strategic Needs Assessment.
- Use a community development approach to build capacity and actively involve key community leaders and members of the public, and support partner organisations in the design and development of health improvement strategies.
- To manage the development and commissioning of a variety of public health products (e.g. health needs assessments, evaluations, health impact assessments, health equity audits), including public involvement and multi-agency working.
- 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.

Technical and analytical skills

- Identify, access and analyse both routine and specific data in any given topic area.
- Undertake systematic literature reviews, critical appraisal of evidence and the production of reports on the outcome of the review.
- Provide methodological advice as relevant to specific areas of strategy and policy development.
- Support the development of capacity in the local authority, NHS and other sectors to deliver public health initiatives.
- Provide appropriate responses to requests for public health information statistics or advice.
- Development of local strategy and policy including the Joint Strategic Needs Assessment (JSNA).
- Lead on the assessment of health needs, health inequalities and health impact assessment and identification of areas for local action in relation to agreed programme areas.
- Lead on partnership working in relation to agreed programme areas, liaising at senior level with partner agencies to agree strategic priorities, develop local policy and facilitate partnership working at an operational level.
- Lead on the inclusion of agreed programme areas within the annual public health report.

Research and Training

- Undertake basic primary research, audits and evaluations as required
- Contribute to public health training and teaching as appropriate, to participate in professional development meetings and facilitate/co-ordinate training meetings
- To develop links with academic centres and networks as appropriate, including the Public Health Observatory to ensure that the work of the organisation is based on sound research and evidence base.

Communication and Corporate Leadership

- Develop and maintain relationships with key stakeholders in Croydon, including managers and staff in the council, South West London CCG, the voluntary sector, the business sector and local networks
- Support the public health contribution to the work programme of South West London CCG and via existing agreements for agreed programme areas.
- Support clinical governance, including performance, risk management, public and patient involvement and audit and evaluation as necessary.
- Support designated strategic groups under the Croydon

Local Strategic Partnership and designated GP networks as necessary.

General

- Any other duties as agreed with the line manager, Director of Public Health or Public Health Management Team. This could include the supervision of agency and temporary staff.
- To pursue a programme of CPD as agreed as part of the appraisal process.

Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

Data Protection

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with directorate procedures and policies as well as statutory requirements.
- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

Contribute as an effective and collaborative team member

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

Equalities and Diversity

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

Health and Safety

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.
- Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

Person Specification

Job Title: Public Health Principal, Assistant Chief Executive Directorate

Essential knowledge:

- Highly developed specialised public health knowledge acquired through relevant degree plus additional training or experience to master's degree or equivalent.
- Knowledge and understanding of current policy and operational functions and the political context of local authorities, the NHS, and the voluntary and community sector.
- Knowledge of health strategy and health policy development.
- Knowledge and understanding of all major government policies related to social care, health and well-being and health inequalities.
- An understanding of equal opportunities and its relevance to delivering health improvement initiatives.
- Understanding quantitative and qualitative research.
- Understanding the nature and sources of public health information.
- Knowledge and understanding of commissioning and performance management.
- An understanding of effective ways of working with targeted population groups.
- An understanding of health inequalities and the main determinants of health.
- Understanding of epidemiology and statistics.
- Understanding of public health practice, health protection, health promotion, health economics and health care evaluation.
- Knowledge of methods of developing clinical quality assurance and evidence based clinical practice.
- Understanding of social and political environment.
- Understanding of integrated services and integrated working.

Essential skills and abilities:

- Ability to provide professional leadership within a defined public health area.
- Ability to participate in strategic planning and policy development and implement change.
- Ability to negotiate at a senior level both within and outside the organisation.
- Ability to provide professional advice to Health agencies and other bodies.
- Ability to transform research outcomes into effective health information that can be used to improve health.
- Ability to conduct literature reviews and undertake critical appraisals.
- Ability to lead, motivate and develop individuals and teams.
- Excellent oral, written and interpersonal communication skills.
- Strong project management skills.
- Good facilitation, presentational and training skills.
- Ability to conduct audits and evaluations.
- Good budgetary management skills.
- Able to prioritise work and work well against a background of change and uncertainty.

- Adaptable to situations, can handle people of all capabilities and attitudes.
- Excellent IT skills including use of databases, familiarity with statistical packages and good keyboard skills.
- Highly developed numerical and analytical skills.
- Flexible approach to work, with the ability to deliver public health tasks at short notice.
- Able to work confidently with staff at a senior level and with Council members, members of the public and council customers.
- Ability to work with minimal supervision, to seek advice appropriately, and to delegate tasks.
- Strong commitment to public health principles.

Essential experience:

- Relevant substantial experience of working within the health service, local authority or other agency in a public health role.
- Experience of undertaking needs assessment.
- Experience of working in a strategic environment at a senior level, including policy and strategy development.
- Relevant experience of developing, implementing and evaluating health improvement interventions, including community development approaches and principles.
- Experience of commissioning projects and programmes of health improvement activity.
- Experience of developing service specifications to maximise opportunities to deliver preventative health improvement services.
- Experience of audit or quality assurance.
- Demonstrable project management experience of managing projects to successful completion within available resources and timescales.
- Experience of supervising, supporting and managing staff directly/indirectly.
- Experience of working to support senior staff (at Consultant, Head of Service, Director and Chief Executive level) as well as elected members.
- Substantial experience of organisation and facilitation of meetings and events to meet agreed outcomes involving senior representatives from a range of organisations.

Special conditions:

None