



West Midlands
Combined Authority

Job Description

Job Title:	Consultant in Public Health
Directorate/Team:	Employment, Skills, Health and Communities / Health and Communities
Location:	16 Summer Lane
Responsible to:	Head of Health & Communities and Professional Supervisor (TBC)
Responsible for:	Senior Delivery Manager, Mayoral Regions Programme
Key working relationships: (internal)	• Mayoral Regions Programme team • WMCA Health and Communities team • Cross-WMCA directorates
Key working relationships: (external)	• The Health Foundation • Mayoral Strategic Authority partners • Local, regional and national health system partners, including Local Authority Public Health Teams, Integrated Care Boards, NHS, VCFSE sector and national government departments

Purpose of the Post

To provide public health expertise and strategic health leadership and accountability for Phase 2 of the Mayoral Regions Programme, to ensure its objectives are met, delivering meaningful improvements to action on health and wellbeing at the Mayoral Strategic Authority (MSA) level.

The postholder will apply specialist knowledge and professional judgement to complex operational, technical and organisational challenges, ensuring professional standards, quality and compliance requirements are consistently achieved.

Working through expertise, influence and professional credibility, the role will lead complex specialist activities, provide specialist advice and assurance, support organisational improvement and contribute to evidence-based decision-making.

This post will also be a key senior member of the WMCA Health and Communities Team and work closely with the head of service and senior managers to support the team and the Employment, Skills, Health and Communities directorate to make a meaningful impact in reducing health inequalities and improving the health of the region.

Accountabilities

- Work closely with the Head of Health and Communities to shape the strategic direction of the programme and ensure alignment with WMCA priorities and partner expectations.
- Provide specialist and strategic public health advice and leadership for health inequalities elements of the programme portfolio, working closely with the programme team, WMCA Health & Communities team, partner MSAs, The Health Foundation, and local, regional and national health system partners.
- Deliver specialist activities, projects, analyses, advice and technical outputs within their area of expertise
- Take ownership of complex specialist work requiring professional judgement, technical expertise and autonomy.
- Ensure the consistent application of professional standards, guidance, policies, methodologies and best practice.
- Support operational and organisational decision-making through specialist expertise, evidence and analysis.
- Manage technical, professional, regulatory and compliance risks within their area of expertise.
- Contribute to service improvement, innovation and continuous development through professional expertise.
- Build productive stakeholder and partnership relationships that support organisational objectives and service outcomes.
- Promote collaboration across organisational and partnership boundaries to support organisational and regional priorities.

Responsibilities

Strategic

- Support engagement with the Health Foundation, working with the Head of Health and Communities to ensure alignment between programme delivery, learning and the Foundation's strategic priorities.
- Provide specialist public health expertise, input and leadership to the programme, including health intelligence, health improvement, assessing evidence, policy and strategy, and strategic leadership, steering activity to improve population health and reduce health inequalities.
- Support the programme Senior Delivery Manager to ensure that the programme team adds capacity to participating MSAs to progress their collective and individual journeys to tackling health inequalities and improving population health, including replicating successful practice, running priority projects and implementing health in all policies.
- Support WMCA corporate aims, objectives and business plan.
- Advise leaders on technical implications, opportunities, risks and emerging issues.
- Identify emerging developments, trends, risks and best practice within the specialist discipline.
- Contribute specialist expertise to service improvement, transformation and organisational development initiatives.
- Promote innovation, thought leadership and continuous improvement within the specialist area.

Professional Leadership

- Provide internal and external public health leadership in priority programme areas, developing key relationships and networks within MSAs and externally with key partners across participating regions; these might include Local Authorities, Universities, NHS, Voluntary & Community organisations and Government Departments.
- Work in partnership with participating MSAs and system partners to advocate for and achieve change and improvement in the agreed areas of work, and influence national and local government, private sector, voluntary sector and community sector organisations that can impact on health.
- Oversee stakeholder management within and across the participating MSAs and their regional partners, as well as fostering new relationships with MSAs not yet engaged in the programme.
- Provide line management to the programme Senior Delivery Manager.

- Fulfil all professional obligations as set out in Appendix 3.
- Provide specialist advice on complex cases, projects, programmes and organisational issues.
- Develop, maintain and promote professional guidance, frameworks, standards and methodologies.
- Support quality assurance, learning and continuous improvement activities.
- Conduct specialist analysis, interpretation, evaluation and professional assessment.
- Build capability through coaching, mentoring, professional guidance and knowledge-sharing.
- Promote high standards of professional practice across the organisation.

Operational

- Provide technical public health advice in line with the full range of relevant competencies as set out by the Faculty of Public Health (see Appendix 2) to support delivery of the programme; This includes policy analysis and translation, data analysis and interpretation, and the ability to communicate effectively with a range of stakeholders, including politicians.
- Provide final oversight of programme outputs including briefings, tools, resources and reports.
- Ensure that programme learning and evidence is translated effectively for MSAs through knowledge transfer and sector improvement approaches.
- Oversee the development of innovative regional approaches to improving population health and reducing health inequalities through existing, emerging and international learning and systems thinking.
- Support the Senior Delivery Manager to ensure the development and delivery of evidence-based tools, resources and policy scoping work and MSA peer learning forums.
- Work closely with the Health Foundation's Healthy Lives team to support the development and delivery of priority projects aligned to programme objectives.
- Contribute to participating MSA board reports, briefings, and key documents as required.
- Support the Senior Delivery Manager to ensure the programme is effectively monitored and evaluated, capturing key health and health inequalities-related impact and learning.
- Strategically report to the Programme Governance Board, which consists of representatives from the Health Foundation and each participating MSA; 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 (as outlined in appendix 2)
- Support the Senior Delivery Manager to resolve operational issues (e.g., obtaining strategic buy-in for work piloting an innovative approach to health in all policies across one or more participating MSAs).
- Support audits, inspections, assurance activities and governance processes where required.
- Escalate significant professional, technical or compliance risks appropriately.

Financial

- Provide specialist advice relating to procurement, commissioning, investment and resource activity where appropriate.
- Ensure effective and efficient use of specialist resources.
- Contribute to achieving value for money through professional expertise and evidence-based recommendations.
- Support business planning and prioritisation decisions through specialist expertise.

Other

- The postholder will be professionally accountable to the employing authority (WMCA) and managerially accountable to the employing authority via their line manager, who is the programme Senior Responsible Officer (SRO) and Head of Health and Communities at the WMCA, and provides overall strategic direction for the programme and helps lead senior relationships with key partners, including the Health Foundation. Professional appraisal will be required. See appendix 1 for a structure chart.
- The postholder's professional development will be overseen by their professional supervisor, Associate Director for Improving Population Health at West Yorkshire Combined Authority and supported by the Programme's SRO.
- The postholder will be expected to complete CPD as required by the Faculty of Public Health.

- The postholder will be expected to regularly meet with the professional supervisor to maintain professional development and competencies.
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- Support WMCA-wide priorities, objectives and regional outcomes.
- Represent WMCA as a subject matter expert in regional, national and professional forums.
- Promote equality, diversity, inclusion and accessibility through all aspects of professional practice and specialist delivery.
- Ensure compliance with relevant legislation, governance frameworks, organisational policies and professional standards.
- Work collaboratively across organisational, partnership and system boundaries to support shared organisational, regional and public value outcomes across the West Midlands.
- Undertake such tasks as may reasonably be expected commensurate with the scope and level of the role. Requests may be made by the SRO or Programme Governance Board, and the postholder's professional supervisor will have final sign-off to ensure they are within the scope of the role.

Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
Experience					
Experience of working on Health in All Policies (HiAP), systems working and tackling health inequalities	X		X	X	
Experience of developing theory of change and effectively carrying out monitoring and evaluation for a multi-layered programme	X		X	X	
Experience of successfully working in a political environment and commitment to work within a political system irrespective of personal political affiliations	X		X	X	
Experience of delivering in partnership across a range of organisations	X		X	X	
Experience of influencing senior members including directors and CEOs	X		X	X	
Experience of strengthening collaboration and learning environments across organisations		X	X	X	
Experience of using complex information to explain public health issues to a range of audiences, with credibility and conviction leading to change	X		X	X	
Skills / Knowledge	E	D	A*	I*	T*
Strategic thinker with proven leadership skills and operational nous	X		X	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X		X	X	
Analytical skills, able to utilise both qualitative, (including health economics), and quantitative information	X		X	X	
Ability to design, develop, interpret and implement strategies and policies	X		X	X	

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
In-depth understanding of the health and care system and the relationships with local and national government	X		X	X	
In-depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence-based public health practice	X		X	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice	X		X	X	
Ability to work with different organisational cultures, environments, governance and finance systems	X		X	X	
Ability to cope with multiple and changing demands and meet tight deadlines	X		X	X	
Ability to act with a high level of tact and diplomacy, maintaining the ability to challenge and advocate on public health outcomes while maintaining credibility and relationships	X		X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Inclusion in the GMC Full and Specialist Register with a licence to practise/GDC Specialist List, or inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists	X		X		
If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, equivalent training and/or appropriate experience of public health practice	X		X		
Public health specialty registrar applicants not yet on the GMC Specialist Register, UKPHR or GDC Specialist List in dental public health must provide verifiable signed documentary evidence that they are within six months of gaining entry at the date of interview; see Appendix 2	X		X		
If UK trained in Public Health, a Certificate of Completion of Training (CCT), or within six months of award of CCT by date of interview. If non-UK trained, evidence of equivalence to the UK CCT; see Appendix 2	X		X		
Applicants must meet minimum CPD requirements and be up to date in accordance with Faculty of Public Health requirements or other recognised body	X		X		
MFPH by examination, exemption or assessment	X		X		
Masters in Public Health or equivalent		X	X		

***Key: A** = Application, **I** = Interview, **T** = Testing/Assessment

Core Expectations	
Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.

Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
Adherence to Policies	Be aware of and comply with all organisation policies.
Matrix Working	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
Business Continuity	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values

Collaborative	We work as one organisation, building trust, connection and shared purpose across teams and partners to create the biggest impact for our region.
Inclusive	Every voice matters – we create belonging, fairness and psychological safety so everyone can thrive.
Innovative	We think future and act smarter – embracing curiosity, creativity and continuous improvement to shape the future.
Driven	Focused on impact – leading with clarity, care and courage to deliver meaningful results for the West Midlands.

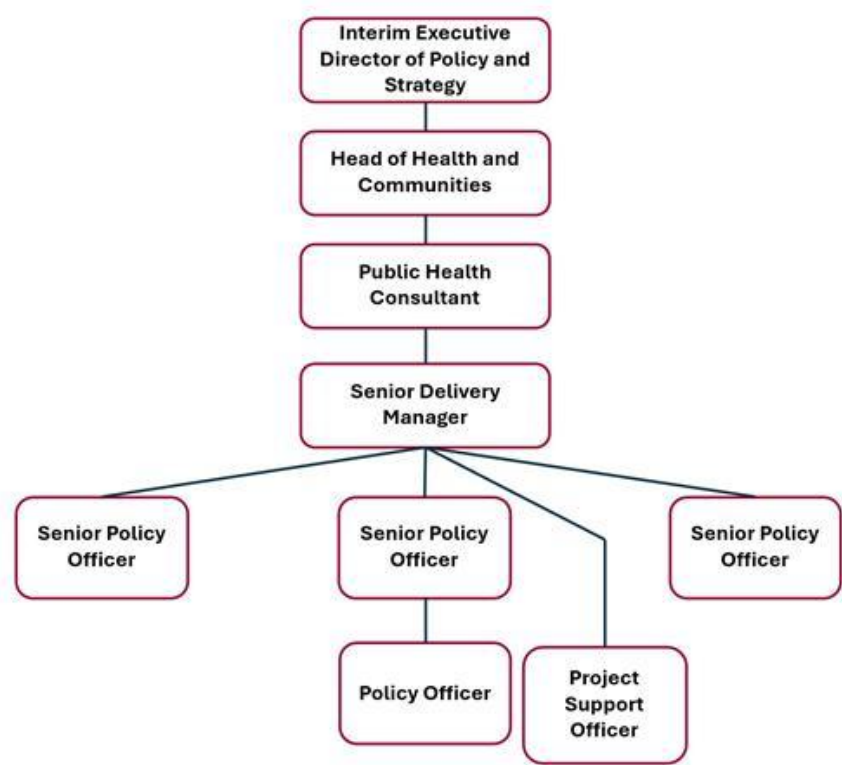
Our culture is built on collective leadership, where everyone plays a part in shaping how we work and succeed together. Guided by our values, we create an environment where people feel valued, supported and able to contribute their best. Through behaviours grounded in clarity, care and courage, as set out in our Leadership Statement we are making the West Midlands Combined Authority the best place to work and belong.

Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes ☐	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☐

Job Evaluation Details			
Date Evaluation Agreed	JEP Reference	Grade	Job Family
Position Reference			

Appendix 1: Structure chart



Appendix 2: Faculty of Public Health Competencies

(Based on the 2022 Public Health Specialty Training Curriculum)

Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence can be communicated clearly and inform action planning to improve population health outcomes.

Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations

To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.

Policy and strategy development and implementation

To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

Strategic leadership and collaborative working for health

To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.

Health improvement, determinants of health and health communications

To influence and act on the broad determinants, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

Health protection

To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response. To understand how those risks associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

Health and care public health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness, sustainability and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

Academic public health

To add an academic perspective to all public health work undertaken. Specifically to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.

Professional, personal and ethical development

To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify behaviour and to practise within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.

Integration and application of competencies for consultant practice

To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.

Appendix 3: Shortlisting Notes

Applicants in training grades

Medical and dental applicants

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC) **or be eligible for registration within six months of interview**. Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained 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 demonstrated by a letter from their Training Programme Director (TPD).

Non-Medical Applicants in training programme

All non-medical applicants must be registered with the UKPHR or be within six months of registration at the date of the interview. Applicants must provide proof (letter of confirmation from their TPD or the CCT) at interview.

Applicants in non-training grades

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT.

Applicants from a medical background will be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route.

Applicants from a background other than medicine are expected to have gained full specialist registration with the UKPHR at the point of application.

Employers are advised that individuals should not take up consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers. The exception to this is when the candidate holds the CCT.

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.

Appendix 4: Professional obligations

The postholder will be expected to:

- 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 trainees as appropriate, and to the training of practitioners and primary care professionals.
- 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 another specialist register as appropriate.
- In agreement with the professional supervisor, contribute as an appraiser to the professional appraisal system or as a mentor.
- 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 professional leadership within the health and care system within participating authorities.
- Foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, to promote good governance and open government.
- Public health practice must be carried out within the ethical framework of the health professions.
- Maintain effective, courageous, and responsible public health advocacy.

These professional obligations will be reflected in the postholder's job plan. The post-holder may also have external professional responsibilities, e.g., in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

The employer will support the postholder by:

- Providing opportunities for effective continuing professional development, and access to up-to-date research and relevant knowledge.
- Ensuring they can maintain their professional registration and undergo professional revalidation.
- Support regular and appropriate opportunities for professional education, training and development.