**Job Description**

**Post Title:** Consultant in Public Health

**Location:** Remote homeworking with occasional travel to the Birmingham office

**Directorate:** Employment, Skills, Health and Communities, West Midlands

Combined Authority (WMCA)

**Managerially responsible to:** Head of Health & Communities, WMCA

**Professionally responsible to:** Associate Director Population Health,

West Yorkshire Combined Authority (WYCA)

**Direct Reports:** 0

**Salary:** £86,000 per annum

**Contract length:** 0.6 FTE secondment (3 days) for 18 months

**Key Relationships:** Consortia Combined Authorities (CAs), Cross-WMCA Directorates, The Health Foundation (THF), Centre for Local Economic Strategies (CLES), The King’s Fund (TKF)

**Role Purpose**

To provide public health expertise, strategic leadership and accountability for the Improving Health & Reducing Inequalities Combined Authorities Programme funded by The Health Foundation. The programme aims to strengthen CAs’ role in addressing health inequalities by exploring their unique opportunities through regional policymaking and taking coordinated action across the system. This builds on the Health Foundation’s [Cities Health Inequalities Project](https://www.health.org.uk/funding-and-partnerships/projects/the-cities-health-inequalities-project), which explored opportunities for devolved English regions to tackle health inequalities and identified several ways that a regional approach can have a significant impact. The WMCA is leading a consortium of 9 Combined Authorities involved in the new programme.

The Public Health Consultant will provide specialist advice to the programme Central Team and participating CAs and support towards the achievement of the following programme aims:

1. Extend the evidence base on how CAs can add value in tackling health inequalities and increase understanding of the levers available to them;
2. Strengthen collaboration and peer learning across CAs;
3. Make tangible progress on activities to tackle health inequalities;
4. Sustain capacity within CAs to prioritise work on improving health and reducing inequalities.

Programme Delivery Components:

* A Central Team, hosted within the WMCA, managing the operation and delivery of the programme; Posts within the Central Team include a Consultant in Public Health, a Delivery Manager, a Senior Policy Officer, 2 Policy Officers and a Project Manager
* 2-5 Embedded Senior Policy Officers posts, each hosted by a different CA
* A Research and Insights Partner (CLES & TKF), focussing on exploring research and learning from regional devolution in relation to improving health and reducing inequalities
* A Programme Governance Board, made up of representatives from THF and participating CAs

The post holder will strategically oversee public health elements of the programme portfolio, working closely with the programme Central Team, WMCA Health & Communities team, Consortia CA members, The Health Foundation, and the Research and Insights Partner.

The postholder’s professional development will be overseen by the Associate Director Population Health at the WYCA and supported by the programme Senior Responsible Officer (SRO), who is the Head of Health and Communities at the WMCA. The post holder will be expected to complete CPD as required by the Faculty of Public Health.

**Strategic objectives:**

The strategic aim of the post is to steer programme activity so that it improves health and reduces inequalities.

The strategic objectives are to:

* To provide internal and external public health leadership in the areas of focus, developing key relationships and networks within CAs and externally with key partners across participating CAs. These might include Local Authorities, Universities, NHS, Voluntary & Community organisations and Government Departments.
* To build and provide specialist public health expertise and input within the programme (e.g., health intelligence, health improvement, assessing evidence, policy and strategy, strategic leadership).
* Support the delivery of the programme, taking responsibility for relevant commitments (e.g., monitoring and evaluation).

**Responsibilities**

* 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 1). This includes evaluation techniques, policy analysis and translation and the ability to communicate effectively with a range of stakeholders, including politicians.
* Work with Consortia CA members senior officer leads and political advisors to develop constructive relationships with the CAs and support the delivery of programme priorities and individual CA priorities in a way that improves health and tackles health inequalities.
* Work collaboratively with programme and CA partners to provide public health system leadership in the subject areas of focus and support the delivery of the programme
* Work in partnership across the Consortia CA members and other delivery 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.

The postholder will have a portfolio which will include:

* Subject areas of focus, including wider determinants of health and health in all policies leadership.
* Lead on areas of specialist public health practice within the programme
* Lead on monitoring and evaluation
* Supervision of Central Team staff regarding subject matter support and expertise (please note that the postholder will not have line management responsibilities).

**Principal accountabilities**

The strategic responsibility of the postholder is to the Programme Governance Board, which consists of representatives from THF and each participating CA.

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 1) and where required, support the delivery manager to resolve operational issues, for example obtaining strategic buy-in for a bespoke piece of work piloting an innovative approach to health in all policies across 1 or more participating CA. In negotiation with the WYCA Associate Director Population Health (and/or the wider organisation), 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 general expertise as well as develop topic-based expertise as required.

The range of duties expected of the postholder include:

* Provide strategic leadership to the Central Team on taking a public health approach to programme delivery
* Responsibility within the Central Team for final oversight of programme outputs including briefings, tools, resources and reports
* Provide technical expertise and experience on taking a Health in All Policies (HiAP) approach, systems working and tackling health inequalities
* Ensure that the programme is effectively monitored and evaluated at both an overall Combined Authorities level and an individual Combined Authority level through leading the co-development of theories of change with the Central Team and Combined Authorities, and identifying and measuring relevant quantitative and qualitative metrics
* Ensure that programme learning and evidence is translated effectively to Combined Authorities’ local contexts through knowledge transfer and sector improvement approaches
* Oversee the development of innovative approaches through existing, emerging and international learning using systems thinking
* Distil key messages on effective action for the Mayoral 10, central government and on manifesto development for individual Mayors.
* Support the Delivery Manager to ensure delivery and development of evidence base, tools, resources and policy scoping work including development of peer network learning
* Ensure that opportunities for Combined Authorities to engage with the programme through distinct projects or hosting a policy programme post are identified and provide advice to the Programme Governance Board on allocating programme resource.
* Support the Delivery Manager to ensure that the Central Team adds capacity to Combined Authorities involved to progress their collective and individual journeys to tackling health inequalities and improving population health e.g. replicating successful practice, running projects and supporting policy programme posts within Combined Authorities
* Oversee stakeholder management within and across the Combined Authorities involved, including fostering new relationships with Combined Authorities who are not engaged in the programme or are emerging and building key relationships within Combined Authorities and their regional partners
* Advocate for the effective use of co-design with communities and experts throughout the programme in each CA region. Within WMCA this involves liaising with Health of the Region Roundtable Core Group and place-based partners.
* Attend, provide guidance and support the delivery manager to lead weekly team meetings with the Central Team, programme posts at Combined Authorities, the Learning Partner and The Health Foundation as required.
* Build and foster a key working relationship with the programme Learning Partner who will be separately commissioned by The Health Foundation and will bring together and distil key insights from the programme for The Health Foundation.
* Regularly meet with WYCA Associate Director Population Health to maintain professional development and competencies.

The duties and responsibilities in this job description are not exhaustive and the jobholder may be required to undertake other duties within the general scope of either the level or nature of the post. Requests may be made by the SRO or Programme Governance Board, but the WYCA Associate Director Population Health will have final sign-off to ensure they are within the general scope of the role.

Underpinning many of these duties are public health tasks such as;

* Prioritisation of public health opportunities for greatest health impact.
* Effective communication of complex concepts, science and data and their implications to a range of stakeholders with very different backgrounds.
* A capacity to apply the scientific body of knowledge on public health to the polices 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.

The postholder will be professionally accountable to the employing authority and managerially accountable to the employing authority via their line manager, who is the programme SRO and Head of Health and Communities at the WMCA. Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post. This job plan will be reviewed as part of the annual job planning process.

**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 WYCA 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 WYCA Associate Director Population Health 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.
* To 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 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.

**Personal Qualities**

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. The strategic objective of the post is to improve health and wellbeing and reduce health inequalities, supporting the CAs in the consortia.

The post holder will deal with complex public health and wellbeing challenges in multi-organisational environments with widely differing governance and finance systems 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 CA Mayors and senior leaders involved in the programme and therefore a high level of tact, diplomacy and leadership is required including the ability work within a political environment and at the same time maintain the ability to challenge and advocate for effective working and on specific issues to achieve public health outcomes.

These personal qualities are reflected in the person specification and the WMCA behaviours for the role.

**Key contacts**

Accountable to WMCA Head of Health and Communities and WYCA Associate Director Population Health.

**Person Specification**

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| **Education/Qualifications** | ***Essential*** | ***Desirable*** |
| Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or  Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists | X |  |
| *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* | X |  |
| Public health specialty registrar applicants who are 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 6 months of gaining entry at the date of interview; *[see shortlisting notes below for additional guidance]* | X |  |
| 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 appendix 2 shortlisting notes below for additional guidance]* | X |  |
| Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body | X |  |
| MFPH by examination, by exemption or by assessment | X |  |
| Masters in Public Health or equivalent |  | X |
| **Personal qualities** |  |  |
| Ability to work with different organisational cultures, environments, governance and finance systems. | X |  |
| Ability to cope with multiple and changing demands, meeting tight deadlines. | X |  |
| Ability to act with a high level of tact and diplomacy, maintaining the ability to challenge and advocate on public health outcomes, whilst maintaining credibility and relationships. | X |  |
| **Experience** |  |  |
| Experience of working on Health in All Policies (HiAP), systems working and tackling health inequalities | X |  |
| Experience of developing theory of change and effectively carrying monitoring and evaluation for multi-layered programme | X |  |
| Experience of successfully working in a political environment and commitment to work within a political system irrespective of personal political affiliations | X |  |
| Experience of delivering in partnership working across a range of organisations | X |  |
| Experience of influencing senior members including directors and CEOs | X |  |
| Experience of strengthening collaboration and learning environments across organisations |  | X |
| Experience of using complex information to explain public health issues to a range of audiences, with credibility and conviction leading to change | X |  |
| **Skills** |  |  |
| Strategic thinker with proven leadership skills and operational nous | X |  |
| Able to demonstrate and motivate organisations to contribute to improving the public’s health and wellbeing through mainstream activities and within resources | X |  |
| Analytical skills able to utilize both qualitative (including health economics) and quantitative information | X |  |
| Ability to design, develop, interpret and implement strategies and policies | X |  |
| **Knowledge** |  |  |
| In depth understanding of the health and care system and the relationships with both local national government | X |  |
| In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice | X |  |
| Understanding of the public sector duty and the inequality duty and their application to public health practice | X |  |
| **Behaviours** |  |  |
| Team focused | X |  |
| Empowered and Accountable | X |  |
| One Organisation Mindset | X |  |
| Forward Thinking | X |  |

**Core Expectations**

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

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| **Value** | **Competency** | **Behaviour** |
| Collaborative | Team Focused | Works as part of team, managing and leading. |
| Service Driven | Customer, resident and partner focused. |
| Driven | Empowered & Accountable | Takes ownership and leads when needed. |
| Performance Focused | Ambitious and going the extra mile. |
| Inclusive | ‘One Organisation’ Mindset | Believe in each other’s expertise. |
| Open & Honest | We do what we say we are going to do. |
| Innovative | Forward Thinking | Embrace change and open to new possibilities. |
| Problem Solving | Go for clear and simple whenever possible. |

**Health and Safety**

All employees have a duty to take reasonable care for the health and safety 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 and safety.

**Equality and Diversity**

To promote and champion equality and diversity in all aspects of the role

**Learning and Development**

To participate in and take responsibility of any learning and development required to carry out this role effectively.

**Performance Management**

To actively engage in the performance management process and take responsibility for managing performance outcomes.

**GDPR (General Data Protection Regulation)**

To 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.

**Other**

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis

**Appendix 1: 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 2: 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.**