

Job Description



Job Title: Public Health Strategist, Senior Public Health Strategist	Service Area: Public Health	
Directorate: Adults & Health	Post Number: New Position	Evaluation Number: P05 JE Number 5991 P06 JE Number 5991a P07 JE Number 5991b
Grade: Public Health Strategist P05 / P06 Senior Public Health Strategist P07	Date: July 2021	

People at the heart of everything we do
We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

Equality and diversity
We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

Protecting our staff and services
Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

Corporate parent
Every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

Overall Purpose of Job

This post will deliver Public Health programmes which are a key vehicle for reducing inequalities and improving health in Newham. This is a generic public health post and the post holder will be required to lead on a variety of health topics for the wider public health department. The role of the Public Health Strategist is underpinned by the Policy framework – The 50 steps to a healthier borough, Council corporate and other health and care system initiatives will form the policy landscape.

The post holder will lead work on the assessment of local health needs, the interpretation and implementation of public health policies, national guidance and the evidence base to increase health in Newham. They will be instrumental in shaping

the planning, development, implementation and monitoring of public health interventions and programmes, services and strategic plans. They will analyse, review and recommend public health interventions and evaluate their impact and cost-effectiveness.

Collaboration with a range of partners and stakeholders will be essential. Further developed management and leadership skills and drive strategy, policy and service provision in one programme or priority area.

Job Context

The post holder reports to Public Health Consultant /Assistant Director of Public Health

- a) The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and in order to ensure appropriate representation of the Council with residents, the Mayor and elected members, and external bodies.
- b) The post holder does not have directly line management responsibility for any staff. However, they will have responsibility for a range of contingent staff who are assigned to the service to deliver public health interventions
- c) The post holder will be accountable for decisions relating to secondment of personnel from external agencies such as the NHS and the hiring of agency staff has no budget responsibility.

Key Tasks and Accountabilities:

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

To undertake all responsibilities listed below:

1. Communication

- a. To lead consultation arrangements with local stakeholders in all appropriate local public health policies and guidance. This may include stakeholders within and without the council for example, Commissioners, Environmental health officers, Primary care, school nurses and schools, NHS trusts and Clinical Commissioning Groups, other health providers and voluntary, faith and community groups.
- b. To represent the Council as a lead officer by ensuring those involved promote and ensure there is a high profile level and awareness is maintained of activity

that promotes health improvement through community events, local media, other council departments and healthcare partners.

- c. To design and deliver workshops to increase local knowledge and awareness of public health areas by engaging with a variety of stakeholders, for example, local community groups, health care professionals, schools and early years sites and patient groups.
- d. To produce and deliver regular written and verbal updates to a wide audience including GP Practices, school staff, Council meetings, Clinical Commissioning Groups and community groups updating on service development, NICE guidance, best practice and health promotion activities.
- e. To draft corporate public health reports, slide packs, key documents for DMT, Scrutiny and Health and Wellbeing Board.
- f. Identify resources for Public Health funding and initiatives and projects.
- g. To lead multi-agency meetings related to public health areas, as may be required. To be able to advise and represent the Council on a range of issues with local stakeholders, including statutory and non-profit making organisations and local communities to develop and implement plans for health improvement programmes.
- h. To develop and maintain working relationships with appropriate departments in the London Borough of Newham, Newham Clinical Commissioning Group, NHS England, Public Health England, GLA, PHE London NEL ICS/CSU and other relevant networks.
- i. Ensure the development and delivery of robust public health and associated information to help inform commissioning decisions and contract monitoring, to allow effective resource and budget management.

2. Programme Management & Leadership

- a) To shape the delivery of Health and Wellbeing board strategy for Newham
- b) To work collaboratively with key stakeholders with the implementation of local delivery plans, corporate objectives, local and national policies and public health initiatives.
- c) To contribute to the planning, development, commissioning, implementation, delivery and monitoring & evaluation of policies and programmes designed to promote health and/or address health inequalities, using a range of public health and health promotion competencies.

- d) To evaluate health inequalities and their impact on population groups by working with Health Intelligence, other sections of the councils and relevant health bodies, to collate, analyse and interpret appropriate data from a variety of sources and analyse data to inform assessment of needs, development of strategies, action plans, and evaluations.
- e) To set performance targets and deliver on those set for Public Health.

3. Team Management, Education and Training

- a. To embed H.E.A.R.T values in team programmes and appraisals.
- b. To work in partnership with local stakeholders to identify training needs and develop and/or support the procurement of training to build capacity of staff in all settings, as appropriate.
- c. To provide relevant public health expertise to inform programmes and strategic development for partnership working and future commissioning

4. Personal development

- a) To undertake development and training in accordance with professional developmental standards.

5. Quality

- a. To maintain a commitment to continuing professional development within the field of public health.
- b. To provide professional public health advice to a range of programmes and to ensure that projects and other initiatives are delivered and informed by a clear evidence base.
- c. Ensure that all regulatory and statutory requirements are being met
- d. To regularly monitor and deliver work programmes, performance indicators and quality standards.
- e. To ensure that appropriate systems and processes are established and maintained in order to evaluate and act upon stakeholder perceptions to achieve quality measures, targets and outcomes.
- f. To ensure the provision and flow of timely and appropriate professional advice and information to stakeholders, partners, members and officers.
- g. Monitor services and track progress to ensure delivery of set plans. Take immediate and well thought out remedial action to resolve serious delivery issues.

- h. Develop action plans and the strategic response to audits, EqIA's and other service based interventions aimed at addressing Health Inequalities within Newham.
- i. To identify and implement improvements within the service or as part of Public Health and corporate initiatives.

6. Other

a) Any other duties as appropriate to the needs of the department, commensurate with the grade of the post.

b) In discharging the duties of the post, have regard to the provisions of Health and Safety legislation, the Council's Equality and Diversity policies and corporate/departmental aims, values and objectives.

Public Health Strategist Progression to PO6

To be based on an assessment of the additional duties undertaken, together with completion of the career development plan and a learning portfolio with evidence of achievements.

Additional context of role: Demonstrate management and leadership skills and drive strategy, policy and service provision in one – two - three key programmes or priority areas

The successful candidate would be expected to take responsibilities as part of their role, including cross-cutting work with deliverable outcomes for the wider Public Health team.

To report and respond to information requests from Newham Council Leadership teams (CMT, GOLD) the Mayor and elected members, scrutiny panels and the health and wellbeing boards as appropriate. To respond to Freedom of information requests from the public on behalf of Public Health.

In addition, as the Senior Public Health Strategist to undertake all responsibilities listed below:

- To lead and manage projects including evaluations and surveys, manage allocated staff and monitor associated budgets to achieve identified outputs and outcomes.
- To carry out aspects of leadership across partnerships and systems by working and liaising with wider stakeholders and agencies for example NEL

integrated care systems, PHE, GLA, DHSC to shape policy and service delivery and improve local health outcomes .

- To manage budgets and financial resources within the council's financial governance frameworks and drive the successful delivery of projects within time and cost constraints
- To represent Public Health at GOLD, CMT and other significant Council and external meetings.
- To lead and manage internal and external team members as required, ensuring compliance with local frameworks and values for appraisal and development.
- To oversee the delivery and assurance of Public Health initiatives and programmes. Maintain quality assurance of programmes and services within their service remit to ensure safety, effectiveness and equity, keeping people at the heart of service provision.
- Develop and deliver strategic response and programme solutions to reduce health inequalities.
- To demonstrate leadership within and without of the Public health team and to matrix manage and develop teams across the Council on cross cutting themes which are established to improve local health outcomes and continuous improvement.
- Act as a strong advocate for Public Health improvements and approaches, both across the department and with senior leaders of the Council.
- To research, draft and deliver reports to Gold, CMT, Cabinet, Scrutiny and Health and Wellbeing Board.
- Compile, edit, and proof read bids proposals for Public Health programmes which contain technical content, data analysis and designs ensuring that these are presented in a professional and concise manner.

Lead Public Health Strategist Progression to PO7

To be based on an assessment of the additional duties undertaken, together with completion of the career development plan and a learning portfolio with evidence of achievements.

In addition to the above, the post holder will be expected to have developed expertise to enable them to:

- Deputise for the Public Health Consultant

- Significant experience, which is unlikely to have been acquired in less than 3 years of working in as a Public Health Strategist or comparable role.
- To act as the strategic lead and main public health point of contact for a strategy area ensuring internal and external links are collaborative which evidence improved health outcomes.
- Lead the recruitment and staff management, delegated budgets and other resources, utilising them innovatively and creatively to benefit residents, ensuring expenditure is contained within budget, with risk and needs balanced to deliver the best outcomes for service users.
- Create and sustain strategic networks and partnership networks needed to help identify and share innovative practice and to promote and enable greater cohesion, communication and joint working across health and local government – both in Newham and wider.
- Lead on the strategic service improvement for Public Health - instrumental in service performance, modernisation and transformation.
- Develop and deliver strategic response and programme solutions to reduce health inequalities and to influence others to do similar high quality work.
- To provide a strategic and autonomous lead for Public Health presenting to the Health and Well Being Board and working with strategic partners to support and commission local improvement activity to deliver the necessary change.
- To take a strategic role working with commissioners to develop and manage the provider market supporting positive outcomes, accessible e-market place with opportunities to pool resources to achieve improved and sustainable outcomes.
- Programme Management and oversight of multiple projects, defining and delivering a work programme and identifying and securing resources.
- To research, draft and deliver reports of new policy strategy and business cases to Gold, CMT, Cabinet, Scrutiny and the Health and Wellbeing Board.
- Compile, edit, and proof read bids proposals for Public Health programmes which contain technical content, data analysis and designs ensuring that these are presented in a professional and concise manner.

Personal Specification

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IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

CRITERIA	METHOD OF ASSESSMENT
EQUALITY AND DIVERSITY We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.	
PROTECTING OUR STAFF AND SERVICES Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.	
KNOWLEDGE , QUALIFICATIONS & EXPERIENCE Educated to degree standard or equivalent vocational qualification in relevant subject area Postgraduate qualification in health promotion, public health, health psychology or related discipline, or equivalent professional experience and/or training.	Application Application / Interview

<p>Knowledge of public health and of using a balanced evidence base to inform and support programmes of work that improve the health of the population.</p> <p>Understanding of health inequalities, the wider Public Health agenda and knowledge of working with diverse communities and in areas of deprivation.</p> <p>P06 Enrolment /achievement of a UKPHR practitioner programme comparable or comparable training opportunity.</p> <p>P07 Demonstration of achievement of UKPR practitioner registration or progress towards, or comparable professional training for example; Faculty of public Health membership or training. Evidence of work to communicate and disseminate impacts and learning from projects for example by publication or conference presentations.</p> <p>Management qualification or demonstrable equivalent knowledge</p>	
<p>EXPERIENCE Proven experience of conducting health needs assessment through the collation, analysis and interpretation of key public health data, information and evidence</p> <p>Proven experience of undertaking evaluation to effectively measure the outcome and benefit of public health interventions</p> <p>Proven experience of conducting research including audits/surveys, literature reviews, critical appraisal of evidence from a range of sources, to inform and develop public health programmes</p> <p>P06 Proven experience of using project management skills and knowledge of public health competencies to support the commissioning, implementation and evaluation of a range of initiatives.</p> <p>Proven experience of supporting multi-agency collaboration and supporting work at a strategic level across multi-professional and multi-agency partnerships to improve health and wellbeing and/or address health inequalities.</p>	<p>Application/ Interview</p>

<p>Evidence of successfully developing, delivering and evaluating health related policies/strategies within a local authority/health and/or community/voluntary sector context</p> <p>Successful management of complex multi-agency working with public, private and voluntary / community sector</p>	
<p>SKILLS AND ABILITIES:</p> <p>The ability to support the implementation of evaluations using a range of methods that inform team, project and programme management to improve outcomes.</p> <p>Excellent communication skills and the ability to work with a range of partners, to support the development of locally appropriate and innovative public health programmes.</p> <p>The ability to lead and contribute to inequality reduction tools, processes and resources for a variety of programmes and providers.</p> <p>The ability to lead and contribute to health promotion campaigns, reports, resources and tools for a variety of audiences.</p> <p>Excellent verbal and written communication</p> <p>Experience of project management</p> <p>Experience of budget management and resource allocation</p> <p>Good time management and prioritisation skills, ability to use own initiative to manage a number of projects simultaneously, ensuring planning, organising and prioritising work load to meet project deadlines</p> <p>Good standard of report writing skills, demonstrated by the ability to draft and contribute to reports and briefings of varying length and complexity, for a variety of audiences.</p> <p>P06</p> <p>Experience of person management and leadership</p> <p>Ability to evidence experience of budget management and or procurement and commissioning.</p> <p>Good time management and prioritisation skills, ability to use own initiative to manage a number of projects simultaneously, ensuring planning, organising and prioritising work load to meet project deadlines</p>	<p>Interview/Application</p>

<p>High standard of report writing skills, demonstrated by the ability to write and contribute to reports of varying length and complexity, for a variety of audiences, in a format where implications of the report are fully understood and inform strategic decision making.</p> <p>P07 High standard of reporting and bid writing skills - to inform the highest strategic corporate and external decision maker levels. (For eg JBC, PHE, DHSC, NHSE etc)</p>	
<p>PERSONAL STYLE AND BEHAVIOUR: Ability to prioritise workload and undertake and complete projects in conjunction with day to day workload, ensuring project and routine deadlines are met</p> <p>Commitment to working in an open and collaborative way with the public health team, partners and residents</p> <p>Commitment to tackling health inequalities</p> <p>Commitment to adoption, demonstration and development of Newham HEART values in self, team and stakeholders</p> <p>Commitment to personal continued professional development</p> <p>P06 Evidence of reflective practice and management of complex situations</p> <p>P07 Ability to deliver substantial programme outcomes and outputs against transformational and strategic goals.</p>	<p>Application, Interview</p> <p>Application / Interview</p>
<p>OTHER SPECIAL REQUIREMENTS: Basic DBS</p>	<p>Pre-employment</p>