

Public Health Officer

Role Profile

Service: Public Health Directorate
Band: Band 8
Reporting to: Public Health Programme Manager
Responsible for: No direct reports



TRAFFORD
COUNCIL

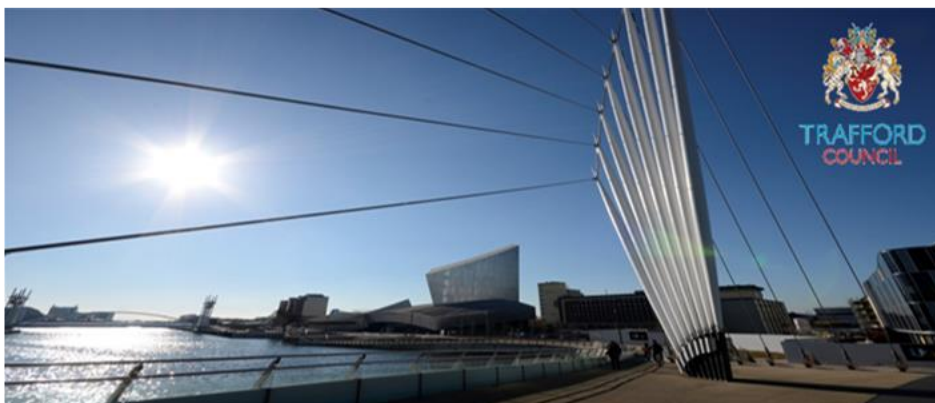
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

This role sits in Trafford Council's Public Health Directorate but you will work closely with colleagues across the Council. In this role you'll lead and deliver the implementation of Trafford Age Well, Thriving in Later Life Approach and elements of the Wider Determinants of Health Programme. You'll work collaboratively with internal and external partners, advocating for and promoting the importance of the prevention of ill-health and public health in decision-making processes. You will also work with key stakeholders such as the NHS, voluntary sector agencies and communities to ensure that delivery of the strategy reflects the aspirations of residents and communities.

Your work will inform and support the work of the Public Health Directorate and will ensure the Council:

- Provides inspiration and leadership
- Enables change
- Improves the outcomes of our residents.

Your Main Priorities

- Support the delivery of the Public Health Age Well programme of work including Falls Prevention, Dementia and Thriving in Later Life.
- Support the delivery of work programmes related to strengthening the prevention and wider determinants work programmes including reducing gambling related harm.
- Play an active role in the Neighbourhood Networks and Live Well Programme.
- To work across the organisation and stakeholders to ensure public health and health inequalities are reflected across relevant programmes.

Key duties

- Support the delivery of the Age Well programme across Trafford, including improvements in falls prevention pathways and the Thriving in Later Life approach.
- Provide support and leadership to programmes relating to the wider determinants of health, including reducing gambling harm and reducing social isolation.
- Commission and monitor contracts relating to areas of work.
- Support the Public Health Programme Manager in the delivery of the Prevention Framework and Corporate Improving Lives Everyday Programme responsibilities.
- Develop strong relationships with stakeholders from across Trafford's communities and services to inform public health developments.
- Use robust public health intelligence and evidence of effectiveness to drive the delivery of the Age Well and Wider Determinants work programmes.
- Work closely with the Public Health Analyst to ensure the Age Well and Wider Determinants sections of the JSNA are current.
- Public Health is a training department; this role will include matrix management of Specialist Training Registrars to deliver specific projects and contributing to CPD sessions.
- Deputise for the Consultant in Public Health when required.
- To carry out any other duties required by the team, commensurate with the grade of the post.

About You

Qualifications and Professional Development

- A degree or equivalent qualification
- Evidence of continued professional development

Experience and Knowledge

- Proven and demonstrable experience in a setting relevant to public health
- Experience of analysing complex intelligence to inform strategy and policy development
- Proven experience of project management and delivery of outcomes

- Experience of managing programmes relating to complex health and social issues
- Experience of developing and using a performance management framework to ensure effective performance monitoring of a work programme
- Experience of producing evidence reviews to inform commissioning
- Understanding and experience of producing evidence base options appraisals
- An understanding of the commissioning process
- Understanding of the impact of the wider determinants of health and other public health theory and policy
- Knowledge or background of public health
- Knowledge of local government and its services

Skills and abilities

- Ability to communicate effectively with members, colleagues, managers and the public verbally or in writing, selecting and using appropriate media
- Excellent interpersonal skills and ability to work with partners and stakeholders to influence others and inspire confidence
- Ability to work strategically to deliver the Age Well and Wider Determinants work programmes
- Exceptional accuracy and attention to detail in all elements of work
- Ability to be an advocate for public health
- Ability to work using own initiative and skills to develop programmes of work to tackle complex public health issues, with support from Consultant in Public Health when required
- Ability to prioritise and manage workload effectively and independently
- Ability to chair meetings when required
- Ability to write reports which include statistical data and findings as well as recommendations for service improvement

Special Conditions

- Willing and able to travel to sites within the Trafford Borough

Date prepared/revised	2021 / Updated 29.5.26
Prepared/revised by	Helen Gollins, Director of Public Health

Job Evaluation	Existing evaluation (reviewed against updated RP 29.5.26)

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.
To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.