
Your job

Job Title: Creative Health Lead

Service: Public Health

Grade: 12

Reporting to: Public Health Service Lead

This role, which is supported by Arts Council England and The Baring Foundation, is part of the National Centre for Creative Health's Creative Health Leads Programme, which supports the integration of creative health across health and care systems. These roles will provide a strategic advantage in achieving the objectives set out in England's 10 Year Health Plan and will contribute to addressing the wider determinants of health and through partnership working can support socioeconomic development across systems.

This role will provide strategic capacity, coordination and leadership to embed creative health across systems in Wigan Borough, to improve health outcomes and reduce health inequalities. Applying your creative health knowledge & skills you will take responsibility for creating and implementing robust and effective plans working with a range of health and culture partners and stakeholders including NHS/Integrated Care Board, creative practitioners, arts organisations and the VCFSE sector.

You will be an imaginative and self-motivated individual with a passionate belief in the power of culture and creativity to benefit the lives of individuals and communities. You will have an excellent understanding of your local health and/or cultural ecosystem and be in a position to build on existing relationships and take an asset-based approach to further developments.

You will thrive on innovation and delivering outcomes that make a tangible difference to people's lives and enjoy bringing forward opportunities for

change, promoting innovative thinking, evidence-based decision making and best practice.

Thorough understanding of asset-based working and how this approach can be applied throughout the design and delivery of programmes and projects you will actively contribute to strategic priorities and the ambition of the Health and Wellbeing Board and Healthier Wigan Partnership.

Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (UKGDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look after and care leavers, not just those employed by the Children's Directorate.

In this job you will:

In the next 12 months, you will:

- Lead the development of a model for effective connections between health, social care and cultural sector.
- Improve understanding about potential cultural sector contribution at a neighbourhood, place and system level within health and social care with a focus on health inequalities.
- Improve knowledge of existing creative health provision and a mechanism for this to be regularly updated.
- Ensure system plans and strategies feature creative health pathways and options.
- Ensure funding is identified to support sustainable creative health programmes within the health and social care system.
- Facilitate the expansion of creative health within social prescribing programmes and within specific priority areas e.g. major conditions pathways, neighbourhood plans.

On an ongoing basis you will:

- Provide strategic leadership, specialist advice and guidance on creative health to stakeholders.

- Develop and sustain a cross-sector network enabling effective communication between health, social care and the cultural sector.
- Lead and support the development of creative health strategies and programmes, including co-design and guidance for providers and commissioners.
- Map existing provision and partners, strengthening connections between cultural practitioners and health professionals.
- Identify and engage key stakeholders to raise awareness and enable collaboration opportunities.
- Collate, analyse and promote the use of data to support system priorities, planning, delivery and evaluation.
- Gather, synthesise and share evidence, research, learning and best practice in accessible formats.
- Build and maintain relationships with local, regional and national partners and networks.
- Contribute to national initiatives, including communities of practice, evaluation programmes and the Creative Health Maturity Framework.
- Support communities and organisations to identify needs, develop responses and evaluate impact.
- Represent the Council, build partnerships and contribute to integrated planning across systems.
- Lead and contribute to multi-agency projects, ensuring delivery to time, budget and objectives.
- Manage projects, contracts and budgets in line with governance and financial regulations.
- Identify funding opportunities and develop bids to secure external investment.
- Support transformation programmes and wider strategic priorities.
- Produce briefings, reports and presentations for a range of audiences.
- Monitor performance, service standards and alignment with best practice and organisational strategy.
- Apply the Creative Health Quality Framework in all aspects of work.
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules.

In this job you will need:

You must be able to demonstrate the following essential requirements:

- Strong knowledge of health and social care policy, including health inequalities, determinants of health and national priorities (e.g. 10 Year Health Plan).
- Understanding of creative health research, policy and practice.
- Degree or equivalent professional qualification and relevant experience.
- Significant experience of developing, delivering and evaluating programmes to improve health outcomes and reduce inequalities.
- Experience of partnership working and cross-sector collaboration, including co-production with stakeholders and communities.
- Track record of community engagement, including working with underrepresented groups.
- Strong project and programme management skills, including planning, prioritising and delivering to time and budget.
- Experience of budget management, monitoring resources and securing external funding.
- Experience of monitoring, evaluation and using qualitative and quantitative data to inform practice.
- Excellent communication, interpersonal and relationship management skills, with experience engaging a wide range of stakeholders (including senior leaders and elected members).
- Strong report writing, presentation and facilitation skills, including chairing meetings and delivering online presentations.
- Ability to influence, negotiate and build effective partnerships.
- Ability to analyse complex information, identify trends and make evidence-based recommendations.
- Good IT skills (e.g. Microsoft Office).
- Self-motivated, resilient and able to work independently, with strong organisational skills.
- Demonstrates integrity, cultural awareness and a commitment to equality and diversity.
- Creative, solution-focused approach.
- Knowledge and experience of GDPR and information governance.

Our Culture

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

Be Positive	“ Take pride in all that you do and support and develop yourself and others. ”
Be Accountable	“ Be responsible for making things better, enabling change and supporting improvement. ”
Be Courageous	“ Be open to doing things differently and working collaboratively with others. ”
Be Kind	“ Be helpful, generous and thoughtful towards yourself and others. ”