

# Join #TeamWigan



**Wigan**<sup>♥</sup>  
**Council**

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## Your job

**Job Title: Consultant in Public Health**

**Service: Population Health and Wellbeing**

**Reporting to: Assistant Director of Public Health**

**Professionally reporting to: Director of Public Health**

## Strategic Vision

Wigan Council is a high performing, nationally recognised council which has a strong track record of delivery. Further transforming the health and well-being of our population and improving health, care, and wellness across the borough is a major priority for us. Our Health and Wellbeing Board is a committed place partnership and has recently refreshed our vision for improving health which is at the heart of the Council and partners approach to addressing social, economic and health inequalities.

## Job Summary

You will provide public health expertise for improving health outcomes and reducing health inequalities through delivery of action, influence and advice to the Council, NHS and other Wigan partners. Working to the Assistant Director of Public Health you will inspire development of innovative solutions and influence action that supports continuous improvement in health and wellbeing.

Health responsibilities and oversee the management of associated resources and staff. You will support Public Health workforce development including undertaking supervision for Public Health Registrars and staff seeking professional registration.

## Job Purpose and Responsibilities

In delivering the key responsibilities described below you must be registered on the Specialist Register of the General Medical/Dental Council in Public Health, or on the UK Public Health (Specialist) Register and will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health Appendix 1) and the person specifications (Appendix 2).

## Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (GDPR) 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.

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## In this job you will:

Post Specific Responsibilities:

- Provide public health expertise across all domains of public health taking on a defined leadership portfolio; including the management and resource responsibilities aligned to your lead area.
- Connect with a wide range of stakeholders, through mature and strong relationships, to fully exploit all opportunities for improving public health outcomes.
- Use data, insight, and evidence in the development and implementation of robust strategies for improving health and wellbeing ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements.
- Develop and use information and intelligence systems to underpin public health action across disciplines and organisations, including input to the production of the Joint Strategic Needs Assessment (JSNA), surveillance, monitoring and evaluation of health and wellbeing in Wigan.
- Effectively communicate complex concepts and data and their implications for local communities, to a range of stakeholders with very different backgrounds, providing written and verbal briefings, reports and presentations when required.

- Contribute to public health research, and/or commission research audits/projects, and/or undertake research or audit and participate in and influence relevant research networks so that the research needs of Wigan are considered.
- Work with UKHSA and other partners to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards and that health protecting activity (immunisation and screening, sexual health) is effective.
- Support the Councils statutory duties and response to external health threats and the Emergency Response Plan under the Civil Contingencies Act 2004 and the Social Care Act 2012, and any amendments.
- Provide strategic support to the Director of Public Health and Assistant Director of Public Health when required.
- Any other responsibilities and requirements that may arise according to the business requirements of the department and Council, as determined by the DPH.

#### Strategic Leadership:

- Be an effective, courageous, and responsible advocate for improving health and advise Wigan on its statutory public health obligations providing clear and evidence-based recommendations and advice.
- Work across the Council, and with a wide range of partners agencies and voluntary organisations, taking a lead role for strategic public health input into the development, implementation, and delivery of local strategies, developing inter-agency and interdisciplinary strategic plans and programmes as well as influencing partnership boards to deliver key outcomes for Wigan.
- Support the Health and Wellbeing Board, and associated fora, to drive action and effectively engage partners, to achieve greatest population impact whilst delivering its statutory duty to promote integration for the benefit of local communities.
- Be responsible for change and improvement, including the resolution of relevant operational issues, ensuring that quality improvement (and clinical governance) programmes are an integral component of the public health approach in Wigan.

## Partnership Working

- Develop strong relationships with a wide range of partners to influence policy and service delivery that has greatest impact on population health.
- Operate within a framework of partnerships, including Cabinet/Portfolio holders, Senior Management Team, Local NHS bodies, the VCFSE, UKHSA, OHID, Health and Wellbeing Board, Local Resilience Forum, NHS England, the public and the media, providing specialist public health expertise and supporting strategy delivery.
- Provide public health advice to relevant boards and committees including the Healthier Wigan Partnership and associated forums, influencing the development and delivery of equitable, citizen focussed and effective health and care services.
- Positively engage with residents working with colleagues to develop an engagement and communication approach that supports a culture of health and wellbeing.
- Contribute to regional and national policy development through the Faculty of Public Health, ADPH, the LGA, UKHSA and OHID.

## Commissioning

- Identify local priorities and support the planning and commissioning of interventions to improve and protect the health and wellbeing of residents and which are responsive to the needs and assets of the communities in Wigan specifically addressing demographic and geographic inequalities in health outcomes over time.
- Provide expert public health advice and leadership to support and inform an evidence-based approach for commissioning and developing high quality, equitable services across a range of organisations including voluntary, public, and private sector. This will include expertise in evaluation and development of appropriate Key Performance Indicators (KPIs).
- Take responsibility for ensuring delivery of the public health mandated services, (statutory and non-statutory) within your portfolio, so that they achieve positive outcomes for local people and relevant outcome indicators. Ensure that service development and commissioning is based on the core principles of accessibility, affordability, appropriateness, effectiveness, equity, efficiency, quality, and need.

## People and Resource Management

- Deputise for the Assistant Director of Public and Director of Public Health, as required, and hold senior management responsibility within the integrated Public Health function and wider Adults Service Directorate.
- Manage public health staff and ensure that they can influence to deliver public health outcomes, providing line management, ensuring that the BeWigan behaviours are embedded. Participate in and ensure all staff members engage in My Time and My Time Extra conversations.
- Contribute to specialist public health workforce education and training and the broader development of public health skills and knowledge across the organisation and partnership.
- Be a delegated budget holder for all activities related to Wigan Council and monitor and contribute to the formulation of department/programme budgets and financial incentive complying with the Council's standing orders and guidance.
- Manage Council resources (People, property, information, and finance) imaginatively and efficiently, delivering to agreed budget and income targets.
- Seek out opportunities to secure additional funding, where possible, for the delivery of evidenced based interventions that will address priorities.

## Professional Obligations

- Pursue 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 other specialist register as appropriate.
- Practice in accordance with all relevant sections of the General Medical's good medical practice (if medically qualified) and the Faculty of Public Health's Good Medical Practice and carry out public health practice within the ethical framework of the health professions.
- Foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and promote good governance and open government.

- Demonstrate competence to deliver excellent education supervision, teaching, and training.
- Contribute to medical professional leadership within the health system and to the training programme for Foundation Year Doctors/Specialty Registrars as appropriate, and to the training of practitioners and primary care professionals within the locality.
- Take part in relevant on call arrangements for the Council, emergency planning and health protection as appropriate.
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

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## In this job you will need:

You must be able to demonstrate the following essential requirements:

Please see below listed in appendix 2

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## 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.

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

## Appendix 1

### Faculty of Public Health: competencies expected of all public health consultants / specialists

All consultants irrespective of their background are expected to be proficient in the competencies set out below:

#### **I. Use of public health intelligence to survey and assess a population's health and wellbeing.**

To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.

#### **II. 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.

#### **III. Policy and strategy development and implementation**

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

#### **IV. 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.

#### **V. Health Improvement, Determinants of Health, and Health Communication**

To influence and act on the broad determinants and behaviours influencing health at a system, community, and individual level.

## **VI. 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.

## **VII. Health and Care Public Health**

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

## **VIII. 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.

## **IX. 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.

## **X. Integration and application 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

### Person specification, competencies and other requirements

#### PERSON SPECIFICATION: CONSULTANT IN PUBLIC HEALTH/CONSULTANT IN PUBLIC HEALTH MEDICINE - WIGAN COUNCIL

<b>IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005. Further amended in June 2015, and September 2018</b>		
<b>Education/Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
<a href="#">The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk)</a> In line with legislation, 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 at the point of application.	X	
<i>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</i>	X	
Public health <b>specialty registrar applicants</b> who are not yet on the GMC Specialist Register, UKPHR register or GDC Specialist List in dental public health <b>must provide verifiable signed documentary evidence that they are within 6 months</b> of gaining entry to a register at the date of interview	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 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, or equivalent	X	
Masters in Public Health or equivalent		X
<b>Personal qualities</b>		
Able to influence senior members including directors and CEOs	X	
Able to both lead teams and to be able to contribute effectively in teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	

<b>Experience</b>		
Delivery of successful change management programmes across organizational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	
<b>Skills</b>		
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	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	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	
<b>Knowledge</b>		
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	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice	X	

## LEADERSHIP COMPETENCIES

Behaviours	Recruitment & selection
<p><b>Leadership</b> Promote a clear public health vision which is coherent with the business strategy and the political vision for Wigan.</p> <p>Develop an effective team with appropriate skill mix to enable the Council to deliver its full range of PH responsibilities.</p> <p>Develop effective relationships with elected members, colleagues, and partners to ensure that key plans are delivered.</p> <p>Work with communities to ensure needs of local communities are made explicit and addressed by relevant boards and committees and through plans.</p>	<p>CV Interview</p>
<p><b>Community and population focus</b> Working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals. This is seen by:</p> <p>Actively seeking to understand the communities that are served, promoting, and demonstrating an active commitment to meet their needs.</p> <p>Setting new standards for innovation in commissioning and delivery of services that anticipate and exceed expectations.</p> <p>Engaging with a wide range of stakeholders and partners to gather and evaluate information and make collaborative judgements and decisions.</p> <p>Making timely and where needed, difficult decisions for the benefit of the people of Wigan.</p>	<p>Application form Interview</p>
<p><b>Results Focus</b> Co-development of a model of health with local stakeholders (including local communities) and the metrics to support the delivery of national and local public health outcomes by:</p> <p>Acknowledging and working with ambiguity and complexity.</p> <p>Ensuring a best practice performance culture is developed and sustained.</p> <p>Setting, communicating, and monitoring stretching objectives.</p> <p>Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them.</p> <p>Formulating risk management plans and creating a positive health and safety culture.</p>	<p>Interview</p>

<p><b>Improvement and Change</b>  Developing and sustaining a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance by:</p> <p>Taking risks and moving into unchartered territory while taking accountability for results and failures.</p> <p>Welcoming the inevitable mistakes as part of the creative process.</p> <p>Suggesting the unthinkable to stimulate alternate ways of thinking.</p> <p>Focusing team performance on the achievement of outcomes that will maximise the resources available.</p> <p>Finding new ways of securing or deploying significant amounts of financial resource to meet new objectives.</p> <p>Advocating and role modelling the use of evaluation techniques to support innovation.</p>	<p>Interview</p>
<p><b>People Development</b>  Knowing and managing the strategic talent requirements for the organization is about promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers. This is seen by:</p> <p>Holding direct reports accountable for people development generally and specifically for releasing high performers for personal development.</p> <p>Articulating the long-term benefits of talent management and developing the talent pools required for succession.</p> <p>Ensuring comprehensive workforce plans are in place.</p>	<p>Application form  Interview</p>
<p><b>Functional competencies</b>  Able to demonstrate competency across the full range of public health competencies as set out by the Faculty of Public Health and can evidence a good track record of delivery.</p> <p>Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. Provides advice on the more complex instances.</p>	<p>Application form  Interview</p>
<p>Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness.</p>	<p>Application form  Interview</p>

<p>Detailed knowledge of personnel management. Conducts effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters, and grievances.Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments.</p>	<p>Application form Interview</p>
<p>Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising, and leading multi-skilled project teams.</p>	<p>Application form</p>
<p><b>Qualifications</b> Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview).  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.  Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6</p>	<p>Application form</p>
<p>months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion in the GMC/GDC/UKPHR specialist registers.  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.  MFPH by examination, by exemption or by assessment.  Must meet minimum CPD requirements (i.e., be up to date) in accordance with the Faculty of Public Health requirements or other recognised body</p>	

<b>Knowledge, experience and skills</b>	
Demonstrate ability to work within a local government culture and set of behaviours and be able to demonstrate knowledge of working across NHS and other partners.	Interview
Understanding of social and political environments with the ability to act as a trusted advisor and key influencer in all matters relating to public health.	Interview
Excellent oral and written communication skills including to present to mixed audiences and the media.	Application form
Practical experience in facilitating change.	Interview
Budget management skills.	Application form
Understanding of the public sector duty and the inequality duty and their application to public health practice.	Interview
	Application form
The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle.	Application form
This position is subject to a criminal records disclosure check.	<b>YES</b>
This is a politically restrictive position	<b>YES</b>