



Coventry City Council

Job Description

Job Title:	Consultant in Public Health – Inequalities & Life Chances	Job Number:	
Directorate:		Post Number:	1021098
Services:	Public Health, Insight & Migration	Grade:	SM1
Location:	One Friargate		

Job Purpose:

The postholder will be responsible for:

1.1. Strategic development of major health and wellbeing system themes including *Inequalities*.

This will involve:

- Understanding and analysis of the evidence, data, population characteristics and stakeholder issues in relation to inequalities
- Lead the development and delivery of key priorities relating to health, *inequalities and life chances*.
- Working with colleagues and other agencies to identify and develop innovative approaches to reducing *inequalities*.
- Key strategic internal and system-wide leadership roles around children's health, older people's health, drugs & alcohol misuse utilising 'Marmot's' Health inequalities principle of proportionate universalism.

1.2. Creating and developing effective stakeholder engagement and involvement in the delivery of the *inequalities agenda*. This will include.

- Identifying and working with key stakeholder groups
- Membership of key groups, including lead consultant role within the Children and Young People's Partnership Board, C&YP Commissioning Board, Multi-Agency Safeguarding (MASH) Board, Marmot Partnership, Local Maternity and Neonatal System (LMNS) Board, Anchor Development group and other boards and groups related to Health Inequalities.
- Developing multi-professional and multi-agency partnerships to improve health and life chances.
- Creating and developing networks of interest.
- Engaging with community, voluntary, patient and interest groups to ensure effective public contributions to *inequalities and associated public health commissioned services*.
- Ensuring that there is an understanding of how programmes led by different groups and organisations contribute to these health themes and deliver health improvements.
- Agreeing joint health and well-being outcomes and dashboards with stakeholders.

- Building effective links to universities and research to ensure a strong evidence base and innovative approach to delivering health and life chance improvements, and reducing *inequalities*

1.3. Effective delivery of the *inequalities* workplans. This will involve:

- Delivering effective oversight of all areas of activity under *inequalities and life chances*.
- Prioritising different areas of activity under *inequalities and life chances*.
- Ensure the effective commissioning and monitoring of public health programmes that come under *inequalities*, in particular the Children's Public Health Programmes, Drug & Alcohol Misuse support.
- Ensuring clear project plans, milestones and deliverables are identified for all substantive projects.
- Managing the programme managers and supporting them to deliver the workplan.
- Identifying the key overall health and well-being outcomes. Developing and delivering effective evaluation of the major projects and priorities.
- Working with researchers and Universities to develop a strong evidence base and evaluative culture.

1.4. Providing effective public health leadership at the local and wider area in relation to *inequalities* and associated programmes. This will include:

- Creating a strong profile for *inequalities* within Coventry and at the regional and national level.
- Ensuring we have a coherent story for *inequalities and life chances* that enables a wide range of stakeholders within and beyond Coventry to engage with the work being undertaken.
- Ensuring that where applicable that projects/programmes and other initiatives that could impact on *inequalities* identify explicitly how they will improve health and see themselves as contributing to people's health.
- Create and maintain effective teams, networks and interest groups to take forward activity under *Inequalities and Life Chances*.

The key focus for this role will be maximising people's life chances and mitigating against the impact of health inequalities at every stage of life. It will have a particular focus on improving the health and wellbeing of children and older people. The post-holder will take responsibility for the oversight and commissioning of programmes to improve people's health, including public health services and ensure that health improvement services reflect the needs and assets in local communities, drawing on behavioural insight and local intelligence.

1.5. Improving Health Outcomes for Children and Young People. This will include:

- Working with Children's Services colleagues, NHS colleagues and other agencies to identify effective interventions and joint working in areas including:
 - Preconception
 - Early years
 - School age
 - Young people
 - Early Help
- Develop jointly owned health and wellbeing outcomes and metrics for demonstrating across agencies the impact of initiatives on children and young people's health and

wellbeing.

- Lead commissioner for 0-19 family health and lifestyle service.
- Support Children's Services and Education in new developments to improve the health and wellbeing of children, and ensure that Children's Public Health Service provision is integrated at a level which will maximise the benefits of resource use and reduce duplication.

1.6. Older People. This will include:

- Working with other agencies to identify the key risks and opportunities to improve the health of older people that support an integrated approach to service development and joint working.
- Leading the loneliness and social isolation workstream of the Health and Wellbeing Strategy.

1.7. Reducing Health Inequalities across Coventry. This will include:

- A leadership and coordination role within the Marmot Partnership Board to include specific reference to the 'call to action', a response to the inequalities amplified through the Covid Pandemic.
- A general system-wide leadership role, providing advice into the different parts of the system, and especially through the new Anchor Development Group and NHS systems.
- A leadership role for the drugs and alcohol harm reduction agenda including the drug and alcohol strategy and services commissioned.

1.8. Contribute to the development of local clinical and PH networks to share expertise and skills, and to facilitate delivery of best practice across the range of public health functions with relevant partner organisations. Work with a range of organisations on identifying the opportunities for their activities to improve health outcomes across the whole life course.

1.9. Act as Educational Supervisor, potentially with overall responsibility for Public Health trainees, Foundation Doctors and GP trainees or Clinical Supervisor overseeing trainees work on projects and other activities linked to the inequalities and life chances agenda.

1.10. Contribute to Coventry City Council's emergency planning, epidemic and pandemic response including the response to Covid-19 and delivery of the Local Outbreak Management Plan.

1.11. To be available out of hours on an adhoc basis as part of the local public health response to Covid 19.

In general, the post-holder will be expected to be able to cope with multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, negotiation, influencing and motivation skills and flexibility are required to deal with complex public health issues, to advise and make recommendations regarding services and patient care and to ensure that resources are strategically applied across the population of Coventry in a way which improves the health of the population at the same time as reducing health inequalities. A high level of tact and diplomacy is required and an

ability to understand and operate within other organisational cultures to enable effective working across organisational boundaries and influencing without authority.

Within the Public Health Team, the post-holder will use a matrix working approach across the breadth of PH responsibilities within the City Council, supporting the roles of other Consultants and their teams and the Director of Public Health & Well Being roles and responsibilities as required.

Main Duties and Responsibilities:

The postholder:

- Will manage a small number of staff (including trainees) including recruitment, appraisals, assessments, disciplinary and grievance responsibilities etc)
- Will be an authorised signatory and will manage budgets as delegated
- Will be responsive to PH emergency response requirements depending on local arrangements
- Will be expected to deputise for the Director as required
- Will manage Specialty Registrars in Public Health

2. Professional obligations

The postholder will be expected to:

- 2.1. Participate in the organisation's staff appraisal scheme and departmental audit, and ensure appraisal and development of any staff for whom s/he is responsible
- 2.2. Lead the training programme for Foundation Year Doctors/SHOs/GP Trainees/ Specialty Registrars in Public Health and to the training of practitioners and GP trainees within the locality
- 2.3. Pursue a programme of CPD/CME, 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 Register.

3. Key tasks

The job description will be subject to review in consultation with the post-holder and in the light of the needs of the employing organisation and the development of the speciality of public health and any wider developments in the field of public health.

CORE COMPETENCY AREAS for Public Health Consultants

Surveillance and assessment of the population's health and well-being

- To design, develop and utilise information and intelligence systems to underpin public health improvement and action across disciplines and organisations.
- To receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the NHS, Local Authority and voluntary organisations.
- To write and/or contribute to national and local policy setting reports on the health of the population of Coventry.

Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services

- To provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and to develop high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations, etc, in potentially contentious and hostile environments where barriers to acceptance may exist.
- To be responsible for leading on service development, evaluation and quality assurance governance in specific areas and for preparing and adjusting action plans in line with changing needs and changing geographical boundaries.
- To be responsible for the identification and implementation of appropriate health outcome measures, care pathways/protocols and guidelines for service delivery across patient pathways for the local population.

Policy and strategy development and implementation

- To lead on behalf of the Council on the communication, dissemination and implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board or organisational authority to deliver key public health targets.
- To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health at Board or equivalent level.
- To be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.

Leadership and collaborative working for health

- To take the lead role on behalf of the Council in developing inter-agency and interdisciplinary short and long-term strategic plans for securing health improvement both in the general population and in vulnerable groups at high risk of poor health and/or reduced life expectancy, in partnership with a range of agencies such as those in the statutory, non-statutory, voluntary and private sectors and by taking lead responsibility with a defined local authority. This requires the ability to work cross-directorate and across other agencies and voluntary organisations.
- To lead on the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets.
- To influence external agencies in their public health policy decisions by working with complex professional, managerial and population groups and other organisations in the statutory, non-statutory and private sectors.

DEFINED COMPETENCY AREAS

Health Improvement

- To be responsible for designated areas of health improvement programmes, public health surveillance, population screening or geographical areas. This may include engagement with primary care professionals and community staff to raise awareness and achieve engagement in their public health role.
- To take a Board or equivalent level leadership role in specified areas with local communities and vulnerable and hard to reach groups, helping them to take action to tackle longstanding and widening health inequality issues, using community development approaches as appropriate.
- To provide expert knowledge to ensure effective community involvement with regard to all the

work of the organisation including commissioning and prioritising high cost services and to ensure that policies and strategies are interpreted, developed and implemented at all levels.

Health Protection

- To take responsibility for safeguarding the health of the population in relation to communicable disease, infection control and environmental health, including delivery of immunisation targets and Covid Outbreak Management Plan.
- To take part in local arrangements and contributing to the on-call rota for the effective control of communicable disease, environmental hazards to health and emergency planning, as detailed in local health protection agreements.
- To communicate effectively and diplomatically with a wide audience including the media and the public to change practice in highly challenging circumstances such as communicable disease outbreaks, chemical incidents, immunisation and screening.

Service Improvement

- To provide expert advice to support evidence-based commissioning, prioritisation of services for the population (and in some circumstances providing highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients) in order to maximise opportunities for health.
- To be responsible for implementation of national standards/guidance and frameworks.
- To lead the developments of clinical networks, clinical governance and/or audit.

Public Health Intelligence

- To analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts.
- To compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the local community.
- To lead on, plan and design agreed aspects of the assessment of health needs, health inequalities, and health impact assessment, to identify areas for action within the local population based on the best available evidence and to be responsible for short and long term planning and for providing advice on the treatment of groups of populations.

Academic Public Health/ Research and Development

- To undertake and commission literature reviews, evaluative research surveys, audits and other research as required to inform equitable service and reduce health inequalities. This may involve taking the lead on R&D public health and related activities.
- To develop links with academic centres as appropriate and the West Midlands Public Health Observatory to ensure the work of the organisation is based on a sound research and evidence base.
- To develop public health capacity through education and training by raising awareness of the contribution of public health skills and knowledge in the local health community, including the local authority and the voluntary sectors, by contributing to teaching at undergraduate and postgraduate level and by supervising those training and working in public health.

GENERAL CONDITIONS

Terms and conditions of service

Those candidates who meet the requirements for appointment as a Consultant in Public Health Medicine will be eligible for the NHS Consultant Contract.

Emergency Planning and Response

The postholder will be expected to participate in emergency planning arrangements for Coventry & Warwickshire. Suitable training will be provided for those who need it in discussion with Public Health England.

Indemnity

As the postholder will only be indemnified for duties undertaken on behalf of Coventry City Council the postholder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of the Coventry City Council.

Flexibility

The postholder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

Confidentiality

A consultant has an obligation not to disclose any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

Public Interest Disclosure

Should a consultant have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

Data protection

If required to do so, the postholder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The postholder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the Data Protection Act.

Health and safety

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

Smoking policy

The employing organisation has a policy that smoking is not allowed in the workplace.

Equal opportunities policy

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements

which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place, and it is for each employee to contribute to its success.

Any other duties and responsibilities within the range of the salary grade.

The post holder must comply with Coventry City Council's health and safety policy and in particular is required: -

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions.
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required.
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare.
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required: -

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected.
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately.

Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equal Opportunities Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for:	Programme Managers and Programme Officers Specialty Trainees in Public Health, F2 Medical Trainees and GP Trainees in Public Health	Responsible to:	Director of Public Health & Wellbeing
Date Reviewed:	March 2021	Updated:	March 2021



Coventry City Council

Person Specification

Job Title:	Consultant in Public Health – Inequalities & Life Chances	Job Number:	
Directorate:		Post Number:	1021098
Services:	Public Health, Insight & Migration	Grade:	SM1
Location:	One Friargate		

Area	Description
------	-------------

Knowledge:	High level of understanding of epidemiology and statistics, public health practice, health economics and health care evaluation
	Full understanding of and commitment to addressing relationships and cultures of organisations that impact on the wider determinants of health
	Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice
	Understanding of interfaces between health and social care
	Understanding of social and political environment
	Appreciation of the Public Health system across health, local authority and third sector

Skills and Abilities:	Strategic thinker with leadership skills
	Developed staff management skills; providing clear vision and objective setting and willingness to tackle sub-optimal performance
	Evidence of management of a budget
	Excellent verbal and written communication skills, able to persuade and influence stakeholders in a political environment
	Ability to respond appropriately in unplanned and unforeseen circumstances
	Ability to design, develop, interpret and implement policies

Experience:	Experience of working at a Public Health Consultant level
	Evidence of being able to add public health values to corporate agenda
	High level programme management skills
	Experience of working in complex political and social environments
	Experience of using data, research and intelligence to understand complex circumstances, design solutions and drive activity
	Experience of successful working with local authority elected members

Educational:	Inclusion in the GMC Specialist Register/GDC Specialist List or UK Public Health (Specialist) Register (UKPHR)
	Public Health specialist registrar and specialist trainee 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 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
	Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body.

Special Requirements:	<p>This post is exempted under the Rehabilitation of Offenders Act 1974 and as such appointment to this post will be conditional upon the receipt of a satisfactory response to a check of police records via Disclosure and Barring Service (DBS).</p> <p><i>N.B For posts subject to Protection of Children and Vulnerable adults please delete as Appropriate</i></p>
------------------------------	---

Date Reviewed:	March 2021	Updated:	March 2021
-----------------------	-------------------	-----------------	-------------------