

JOB DESCRIPTION

Job Title: Consultant Public Health	Post Reference No:	Grade: HoS2 (£88,296 - £93,012)
Directorate: Community Wellbeing	Division/ Department: Public health/Community Well-being	Section/ Location: Plough Lane, Hereford / Flexible Working
<p>Appointment; The Consultant in Public Health works collaboratively with the Director for Public Health (DPH), the Public Health Senior Leadership Team, councillors, colleagues and partners to deliver the statutory duty placed on local government to improve health, protect health and reduce inequality.</p> <p>The post holder will act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health and lead on the development, implementation and evaluation of significant public health programmes. The Consultant in Public health will ensure the high-quality, cost-effective delivery and safe delivery of public health services and will lead work across all Council directorates and system wide partnership to maximise opportunities to create the conditions for health and reduce inequalities.</p> <p>This is a full time post of Consultant in Public Health (CPH) for Herefordshire Council. The post holder will be based within the Public Health team at Herefordshire Council.</p> <p>Responsible to: Managerially and professionally accountable to Herefordshire Council through the Director of Public Health.</p> <p>Dimensions: The post holder will hold corporate and managerial responsibilities commensurate with the role. The post holder's specific portfolio of responsibilities will be determined upon appointment in line with the requirements of the service at that point and may change over time in line with the needs of the service.</p> <p>The postholder:</p> <ol style="list-style-type: none"> will manage staff (including trainees) and will be accountable for recruitment, appraisals, disciplinary and grievance procedures for directly line managed staff. The precise number of staff will be dependent on the responsibilities agreed in the job plan. will manage budgets for lead areas outlined in the job plan and be an authorised signatory as outlined in the council scheme of delegation. will be expected to deputise for the Director of Public Health as required. <p>The employing organisation: As one of the most rural counties in England, Herefordshire has a dispersed population with over half of people living outside of Hereford City or a market town. Herefordshire Council is a unitary authority providing a wide range of services to 192,000 people living in the county.</p> <p>People who come here consistently comment on the warm welcome they receive and there's a real appetite and commitment to improving our practice and supporting each other in doing so. Our staff tell</p>		

us how they value the teams they work in and the knowledge and experience of our team managers and heads of service.

As a large rural authority, we are conscious that access to services can have a huge impact upon health inequalities, and we are determined to work more closely with health partners and community and voluntary groups to ensure a more joined up approach.

Our [Herefordshire Council Plan 2024-28](#) sets out how the council will make its contribution to the ongoing success of Herefordshire. With the overarching vision, 'Delivering the best for Herefordshire in everything we do'. The plan set out how we will enable residents to realise their potential, to be healthy and benefit from communities that help people to feel safe and supported.

Herefordshire [Health and Wellbeing Strategy 2023 – 2033](#) sets out the vision for 'good health and wellbeing for everyone' supported by our four ambitions that describe the type of place we aspire Herefordshire, recognising the wide range of factors that shape our health and wellbeing

Public Health team arrangements:

The Public Health Team is led by the Director of Public Health. We are a small core public health team who work closely with colleagues across the Council and through our external partners to improve the health and wellbeing of Herefordshire residents. The team also incorporates our asset based community development approach (Talk Community), emergency planning, community safety and work with adults with complex needs.

We are an approved training location providing quality training opportunities for Public Health Specialty Registrars, the Foundation Programme and Local Government Graduate trainees. Consultants in Public Health are encouraged and supported to become Educational Supervisors

The Council operate an innovative flexible futures policy that enables and supports staff with flexible working choices.

Job summary

The post offers an exciting opportunity for an enthusiastic Consultant in Public Health who enjoys working in partnership with colleagues across the Council, health and social care system to improve the health and wellbeing of our population.

The Consultant in Public Health is a member of the senior leadership team of the Public Health team in Herefordshire. The role offers a great opportunity to work on public health in its widest remit, tackling health inequalities and health improvement. The post holder will be able to work independently without the need for substantial supervision.

The post-holder, working with the DPH and other consultant colleagues, will lead on improving the health and wellbeing of the residents which is underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve health of its residents. The post holder will be expected:

- To have responsibility for development and delivery on key areas of public health, as agreed, working with actively at system level including with partners from the NHS, social care, local authorities, police, voluntary organisations, etc.
- To utilise information and evidence to underpin public health action across disciplines and organisations.
- As agreed within work-plans, to be responsible for leading programmes of work to address health improvement, strengthening the preventive approach and tackling health inequalities.
- As agreed within work-plans to be responsible for commissioning relevant services to achieve this, including physical activity, smoking cessation, and weight management.

- As agreed within work-plans to be responsible for leading partnership work across a wide portfolio particularly covering health improvement and Public Health intelligence.
- To be responsible for the day-to-day management of staff, and/or be responsible as a line manager for a single function.
- To provide professional leadership to staff working in other parts of the Council whose posts are funded through the Public Health Ring-fenced Grant.
- To be an authorised signatory, budget or delegated budget holder (budget/department/service), *and/or* monitor or contribute to the formulation of department/service budgets and financial initiatives *and/or* be a budget holder for a department service.
- To undertake research or audit and translate research findings into public health practice.
- To play a key role in ensuring that health and social care services commissioned for Herefordshire residents by the ICB and Council are of high quality, clinically safe, cost-effective, improve health and well-being and reduce inequalities.
- To be responsible for supervising and delivering public health training in line with national and regional requirements.

Key relationships/Functional links with:

- Health and Wellbeing Board
- Integrated Care Board
- Neighbourhood Health Delivery Board
- All Directorates across Herefordshire Council
- Primary Care Networks/Integrated Care Teams
- Wye Valley NHS Trust, Herefordshire and Worcestershire Health and Care NHS Trust and Taurus Healthcare Limited, Senior Management Teams and Lead Clinicians
- West Midlands Public Health Network
- OHID
- UK Health Security Agency
- NHS England
- Voluntary Community Sector
- Private Sector Organisations
- Informal Community Groups and Operators

Professional obligations:

These include:

- Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which s/he is responsible
- Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and LAs management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality
- Undertake an annual professional appraisal including completion of 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. In agreement with the DPH, contribute to the wider the public health professional system by becoming an appraiser for a specified period of time.
- In agreement with the DPH may contribute as an appraiser to the professional appraisal system
- Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UKPHR requirements

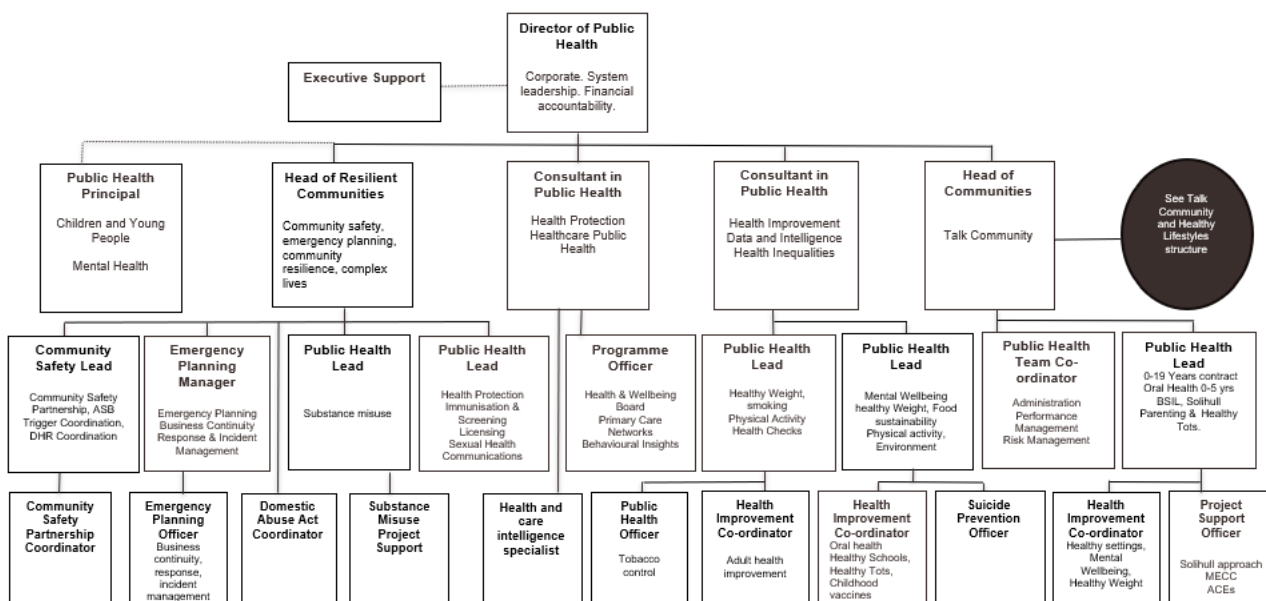
- f. Contribute to professional leadership within the health system
- g. It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.
- h. Public health practice must be carried out within the ethical framework of the health professions.
- i. The postholder will be expected to maintain effective, courageous, and responsible public health advocacy

These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

Personal qualities:

The post-holder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance system and organisational cultures. It is expected that the post-holder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines.

A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required. The post holder will advise the health and wellbeing board and make recommendations regarding services, residents’ care and wider determinants of health and therefore a high level of tact, diplomacy and leadership is required including the ability work within the local political and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes. Contributing towards good public health outcomes and the successful pursuit of change are the purpose of the job and the metric against which performance will be assessed. **Organisation chart:**



Job Activities:

1. Key working relationships

- The postholder will be required to communicate and provide highly complex information to a wide range of internal and external stakeholders, present highly complex information about contracts, initiatives and service in formal and informal settings
- The postholder will commit to working and engaging constructively with internal and external stakeholders on a range of contentious issues, nurturing key relationships and maintaining networks internally and externally
- The postholder will assist with public relations and marketing activities
- Assist with Freedom of Information requests, keep under review the framework and in accordance with the legislation

2. Operational

- Commissioning services and overseeing the team's commissioning of services and interventions utilising the commissioning cycle, including assessing needs, service review, deciding priorities, designing services, identifying and developing providers, managing performance and evaluating impact.
- Operate in a highly political and sensitive environment
- Support the portfolio of programmes in demonstrating value for money

3. Financial and physical resource

- Responsible for matching the available budget for each work area and contract and for ensuring that the budget breaks even
- Responsible for supporting the commissioning and procurement of services
- Manage allocated budgets, contributing to financial reports as required
- Provide advice and prepare strategic reports and briefings as required
- Act in a way that is compliant with Standing Orders and Standing Financial Instructions in the discharge of these responsibilities

4. Staff Management

- Responsible for day-to-day range of staff management matters, which will include responsibility for supporting appraisals, development of staff, recruitment and where necessary processes such as grievance and disciplinary matters
- Responsible for an individuals' development on the job and job performance management. Work in conjunction with relevant others to assess and manage confidential information about an individual's performance and capability development.

5. Information Management

- Provide progress reports for the Director of Public Health
- Interpret epidemiological information and evidence for service development
- Use analysis and judgement to examine and present options for developing commissioning intentions for health improvement extending for contractual periods of between one and five years delivery or to influence commissioning
- Develop collaborate and integrated public health intelligence and other information systems for monitoring the health and well-being of the population including vulnerable groups and deprived communities

6. Planning and Organisation

- Ensure contracts, projects and initiatives are delivered on time, to quality standards and in a cost effective manner, adjusting plans as required
- Determine the strategic planning of specified health and wellbeing areas, identifying interdependencies across function, potential impacts on wider organisation, resource requirements and building in contingency and adjustments as necessary

- Determine the development of performance and governance strategies and the development and implementation of improvement work to achieve outcomes

7. Policy and Service Development

- Lead on the development and implementation of specified aspects of the County Plan, Health and Wellbeing strategy and other key strategies.
- Responsible for proposing and developing policy and procedure in the area the job holder is currently working on at a point in time, including briefings, commissioning, business or resources
- Responsible for proposing and drafting changes, implementation and interpretation to policies, guidelines and service level agreements (SLA's)
- Propose changes to own portfolio areas and support other commissioners to take effective strategic investment decisions.
- Influence the use of a community development approach for building, maintaining and facilitating a community engagement programme leading to improved health and well-being outcomes locally
- Have a full understanding of and knowledge of national and regional policy in order to provide information and guidance to Health and Wellbeing services and across the wider partnership to agree strategic processes for its implementation and monitoring

8. Professional Responsibilities

- Contribute actively to the training programme for Doctors/SHOs/Specialty Registrars in Public Health as appropriate and to the training and development of practitioners and primary care professionals within the locality using the Public Health Knowledge and Skills and Career Framework and supporting the public health practitioner registration scheme
- Will contribute to strengthening local capacity and demonstrate commitment to the broader public health system by contributing to wider regional and national public health networks.

9. Information Resources

- Use a range of computer packages including word, outlook, excel and powerpoint
- Develop and work with databases and performance systems, to report performance and generate service information
- Maintain own information
- Produce presentations and reports
- Use internet and library facilities to establish the evidence base and policy

10. Decisions and Judgements

- Will make regular judgements involving highly complex facts and situations that require the analyses, interpretation and comparison of a range of information and options
- Will need to act with autonomy, minimal guidance and with minimal supervision

Appendix 1: FACULTY OF PUBLIC HEALTH COMPETENCIES

(Based on the 2022 PH Specialty Training Curriculum)

Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence can be communicated clearly and inform action planning to improve population health outcomes.

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.

Policy and strategy development and implementation

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

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.

Health Improvement, Determinants of Health and Health Communications

To influence and act on the broad determinants, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

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. To understand how those risks associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

Health and Care Public Health

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

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.

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.

Integration and application of competencies 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.

Section B: Selection criteria

PERSON SPECIFICATION: CONSULTANT IN PUBLIC HEALTH

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		
Education/Qualifications	Essential	Desirable
The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk) 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 specialty registrar applicants who are not yet on the GMC Specialist Register, UKPHR register or GDC Specialist List in dental public health must provide verifiable signed documentary evidence that they are within 6 months 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 <i>shortlisting notes below for additional guidance</i>]	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
Personal qualities		
Able to influence senior members including directors and CEOs	X	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	
Experience		
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	
Skills		
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	
Knowledge		
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	

Shortlisting notes

The Faculty of Public Health advises that in order to be shortlisted for a consultant post applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register (UKPHR) must provide verifiable signed documentary evidence that an application for inclusion on one of these specialist registers is guaranteed and is simply the time taken to process application.

1. Applicants in training grades

1.1 Medical and dental applicants

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC), or be eligible for registration within six months of interview. Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained, 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 demonstrated by a letter from the Training Programme.

1.2 Non-Medical Applicants in training programme

All nonmedical applicants must be registered with the UKPHR or be registered within six months of the interview. Applicants must provide proof (confirmation from UKPHR or the CCT) of this at interview.

2. Applicants in non-training grades

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT. Applicants from a medical background would normally be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route. However, exceptionally, individuals who can demonstrate that they have submitted CESR application to the GMC may be considered for shortlisting.

Applicants from a background other than medicine would normally be expected to have gained full specialist registration with the UKPHR. However, exceptionally, individuals who can demonstrate that they have submitted a portfolio application to the UKPHR may be considered for shortlisting. Suitable evidence at interview will be a letter from the UKPHR setting out likelihood of acceptance of portfolio. Employers are advised that individuals should not take up consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers. The exception to this is when the candidate holds the CCT. The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for

consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.

Section C: Pre employment checks

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Section D: General information

The post holder will be required to comply with all policies and procedures issued by and on behalf of the organisation.

The organisation has a no smoking policy. Staff are not permitted to smoke on any of the organisation's premises nor in any vehicle used on organisation business.

For all Herefordshire Council staff, school staff and any post working with children, young people and vulnerable adults.

Employees have a duty to safeguard and promote the welfare of children, young people and vulnerable adults. It is an essential requirement that staff are aware of the Herefordshire Safeguarding procedures for sharing information about the welfare of any person for whom they have safeguarding concerns. Staff have a duty to ensure they attend training to enable them to recognise the indicators for concerning behaviour and receive safeguarding supervision as appropriate. This Job Description covers the main duties and responsibilities of the job and will be subject to review and amendment, in consultation with the post holder, to meet the changing needs of the organisation.

Other activities commensurate with this Job Description may from time to time be undertaken by the post holder.

DBS Disclosure type: enhanced

This is a Politically Restricted job, i.e. the job holder cannot

- be a candidate, or prospective candidate for election as an MP, MEP or local authority councillor
- act as an election agent or sub agent for a candidate for election as an MP, MEP or local authority councillor
- hold office in a political party
- canvass at elections on behalf of a political party
- speak or write in public in a manner that appears to be designed to affect public support for a political party.

The post holder is required to work 0.8 FTE, normal office hours with occasional evenings and service demand dictates, but this will not attract additional payment

Date Job Description last reviewed: 01/08/25