



Consultant in Public Health Candidate Pack



Welcome from the Director of Public Health

Be part of our journey to a healthier Herefordshire

Thank you for your interest in joining our Public Health team at Herefordshire Council.

I'm Zoe Clifford, and I've been the Director of Public Health here in Herefordshire for the past 18 months. What particularly attracted me to Herefordshire was its strong sense of place and community, the strength of its local networks, and the opportunity to make a tangible difference to people's health and wellbeing. In a rural county, inequalities can sometimes be hidden by the overall picture, so understanding where those inequalities exist and working collectively to address them is particularly important to me.

Herefordshire is a unique and inspiring place to live and work. Situated in one of England's most beautiful counties, it offers a stunning natural environment with rolling countryside, dramatic hills, winding rivers and an abundance of green spaces. Alongside its rural character, Herefordshire is home to thriving market towns and strong, resilient communities that are passionate about improving people's lives. These communities are at the heart of everything we do.

As a Consultant in our team, you will have the opportunity to make a real difference to the health and wellbeing of Herefordshire's residents. While the county is home to a population of close to 200,000 people, its predominantly rural nature means communities are spread across a large geographical area, creating both unique opportunities and complex public health challenges.

From addressing health inequalities and access to services in remote communities, to working with vibrant market towns and a diverse range of local partners, with the breadth and variety the role provides an exceptional public health experience. The scale of Herefordshire enables you to see the impact of your work, build strong relationships across the system and make a tangible contribution to improving outcomes for local people.

Our Public Health team is ambitious, collaborative and supportive. We are a close-knit team with a strong sense of shared purpose, working together to improve health, reduce inequalities and help our residents lead healthier and happier lives.



Welcome from the Director of Public Health

This role offers the best of both worlds. You will be one of two Consultants in Public Health and have the opportunity to lead on specific areas of public health, developing specialist expertise and strategic leadership within your portfolio, whilst continuing to maintain and develop the breadth of skills that make public health such a rewarding and diverse profession. Whether your interests lie in health protection, health improvement, healthcare public health, intelligence, commissioning or wider determinants of health, you will have opportunities to influence change across a broad range of agendas.

As a member of the senior public health leadership team, you will work closely with elected members, senior officers, NHS colleagues and wider system partners. You will provide expert public health advice at a strategic level, helping to shape policies, programmes and services that have a lasting impact on the wellbeing of our communities.

We are deeply committed to investing in our people. We recognise that our staff are our greatest asset and we are passionate about supporting professional development, lifelong learning and career progression. We strive to be an employer where colleagues feel valued, trusted and supported, and where flexible and employee-friendly ways of working enable people to achieve their full potential.

Working alongside our partners, we are proud of what we have achieved in improving the health and wellbeing of Herefordshire's residents. However, we are equally excited about the opportunities that lie ahead. Together, we are continuing our journey to tackle inequalities, strengthen communities, embrace innovation and improve outcomes for current and future generations.

There has never been a more exciting time to join us.

We invite you to become part of that journey and help shape a healthier future for Herefordshire.

Zoe Clifford, Director of Public Health



The Role

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 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.

This role will be of interest to both newly qualified Consultants seeking their first substantive Consultant post and experienced Consultants. We welcome applications from individuals who share our passion for making a difference, embracing innovation, and taking pride in high-quality work.



Our Offer

- **Salary range of £91,210 to £96,081 dependant on experience.**
- **Relocation packages:** support of up to £5,000.
- Enrolment in the **Local Government Pension Scheme (LGPS).**
- **Professional development-** comprehensive training and development programme.
- Generous annual leave: **31 days annual leave** (pro rata) plus bank holidays. You can also purchase an additional 10 days per annum (pro rata).
- **Flexible working:** including the potential for job-sharing, part-time hours and agile working.
- **Employee Assistance Programme:** 24/7 access to support and counselling.
- **Payment of professional membership fees**
- **Pick your perks-** our benefits include access to a range of retail, leisure, holiday and health benefits. This includes savings, cash back and discounts.

The Council has recently undergone a transformation programme allowing it to be a modern, vibrant workplace where creativity and collaboration is actively encouraged and staff feel engaged and empowered. Employees are provided with choice, tools and the environment to achieve the aims of their role. Central to our vision is recognising the importance of a good home/work life balance, with the opportunity of hybrid working available.



About Us

We're proud and excited to unveil [our new recruitment video](#), a celebration of Herefordshire's people, places, and purpose. Set in the heart of England and filled with pride, compassion and possibility, the video brings to life what it means to work somewhere you truly belong.

At Herefordshire Council, every role matters and every person makes a real difference for our communities. We're a team where people feel valued, supported and empowered to grow together.

You will probably have heard a lot about how beautiful it is in terms of countryside and open spaces (and it is!) but there is so much more going on here, including world-class cultural assets like the Mappa Mundi, vibrant theatres and a thriving food and drink sector. One of Herefordshire's biggest assets is the strong and diverse communities.

Our Talk Community approach brings that together supporting people to help themselves, encouraging them to help their communities and identifying how communities can help individuals.

Our ambitious transformation programme aims to further build on this to offer an all-age approach. We're excited about the potential of what we can achieve for the benefit of all residents of Herefordshire, stronger together and building brighter futures.

Making a difference

Every day in Herefordshire provides an opportunity to make a meaningful difference. Whether influencing strategic decision-making, strengthening partnerships, supporting communities or developing innovative solutions to complex challenges, your work will contribute directly to improving the health and wellbeing of Herefordshire's residents.

This role offers the rare opportunity to combine strategic leadership, system influence, specialist public health expertise and visible impact within a supportive and collaborative environment. In Herefordshire, you won't just witness change, you'll help lead it.



A Day in the Life of a Public Health Consultant in Herefordshire

No two days are ever the same in the life of a Public Health Consultant in Herefordshire. The breadth of the role, combined with the diversity of public health challenges and opportunities across our county, means that each day brings something different.

One day you may be providing strategic advice to elected members, shaping the future direction of a major programme or presenting public health intelligence to senior leaders. The next, you could be working with NHS colleagues and wider partners to tackle health inequalities, supporting the response to an emerging public health issue, or mentoring the next generation of public health professionals.

As a Consultant, you will play an influential leadership role within the council, across the health and care system and within local communities. You will have opportunities to lead significant pieces of work, develop specialist expertise within your portfolio and contribute to broader public health priorities across the county.

Regular Leadership and Partnership Engagements

While no day is identical, some of the regular activities in your week may include:

- **Public Health Leadership Team Meetings** where senior leaders come together to discuss strategy, performance, budgets, workforce matters and emerging priorities. Every voice matters, and you will play an active role in shaping decisions and the future direction of the service.
- **Community Wellbeing Directorate Leadership Meetings**, working alongside senior leaders from adult social care and wider council services to address shared priorities and improve outcomes for residents.
- **Council Corporate Leadership Engagements**, contributing public health expertise to wider organisational objectives and helping ensure that health and wellbeing are considered across council policies and services.



A Day in the Life of a Public Health Consultant in Herefordshire

- **System Leadership Meetings with NHS partners**, the Integrated Care Board, NHS providers, Healthwatch, the voluntary and community sector, and other stakeholders to drive collaborative action on population health improvement.
- **Programme and Project Leadership**, including chairing task and finish groups, steering groups or programme boards. This may involve leading a Joint Strategic Needs Assessment, service review, health equity audit or major commissioning project.
- **Regional and National Networking**, representing Herefordshire at regional meetings, collaborating with specialist public health colleagues and sharing best practice across the wider public health system.

Leading and Developing People

An important aspect of the consultant role is supporting and developing others.

You will typically have line management responsibilities and will regularly meet with members of your team through one-to-one conversations, performance reviews and professional development discussions. These interactions provide opportunities to support, challenge and help colleagues achieve their full potential.

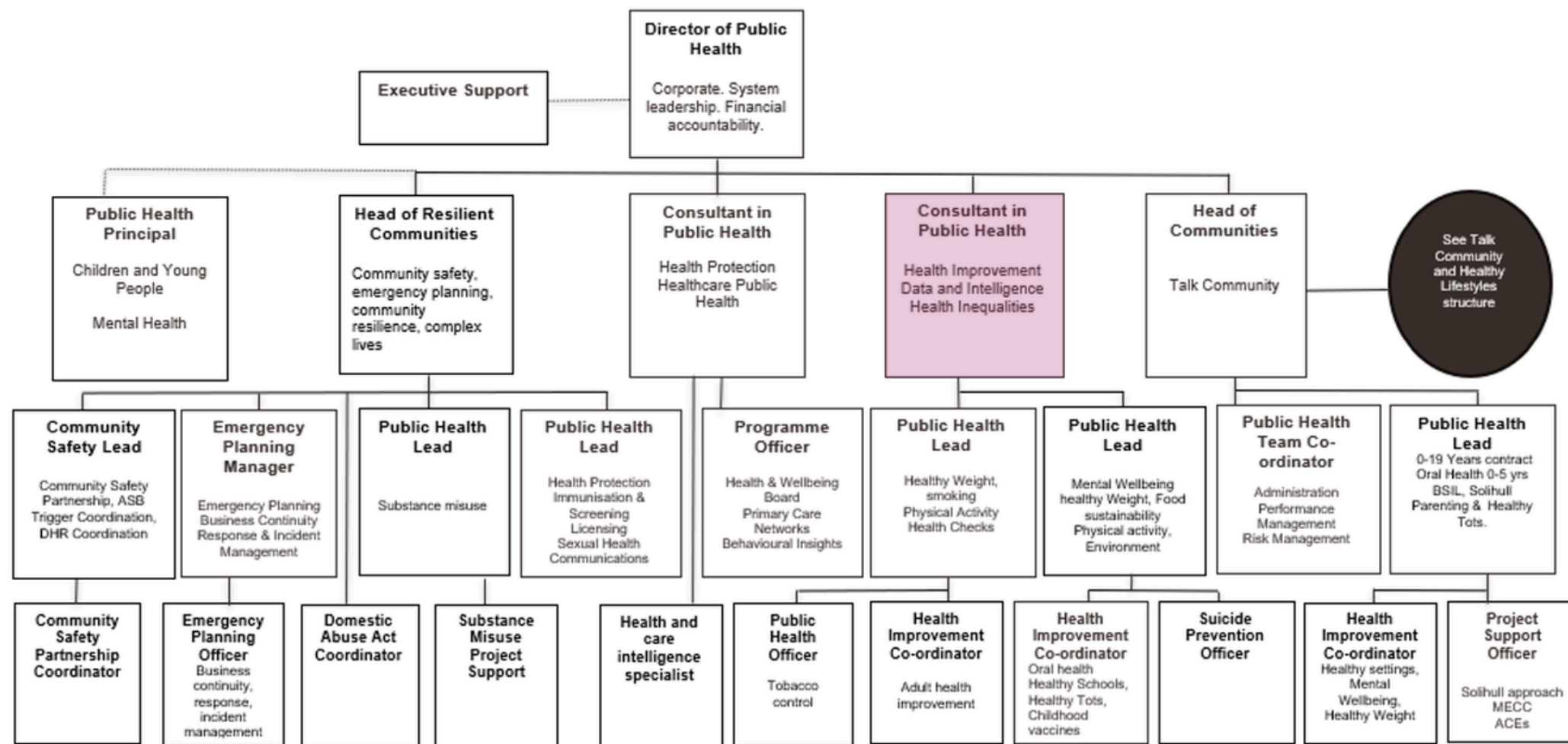
As a training organisation committed to developing the future public health workforce, consultants also play a key role in supporting public health specialty registrars and other trainees. Regular meetings with trainees provide opportunities to mentor, coach and share expertise while contributing to the development of future public health leaders.

Time for Reflection and Development

Alongside leadership and operational responsibilities, we recognise the importance of continuous professional development. You will have opportunities to engage in learning, contribute to regional and national public health networks, undertake research and evaluation activities, and maintain your professional competencies across the breadth of public health practice.



Public Health Team Structure Chart





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