

JOB DESCRIPTION

Job Title	Public Health Specialist		
Directorate	Resources, Strategy and Transformation		
Reporting to	Strategic Manager – Public Health		
Grade	7		
Evaluation ref:	NOM0286	Job Family ref:	
Role Purpose			
The Public Health Specialist plays a key role in improving the health and wellbeing of Somerset's population by leading the development, commissioning and delivery of evidence-based public health programmes and services. Working across the Council and with system partners, the post holder provides specialist expertise to shape policy, inform strategic planning and ensure that public health priorities are effectively translated into high-quality, equitable services. The role focuses on analysing complex data and intelligence, assessing population health needs, and driving interventions that address health inequalities and improve long-term outcomes. The post holder operates at a senior level within their area of expertise, providing leadership across multi-agency partnerships to influence commissioning, service redesign and system-wide decision-making. They lead major programmes and projects, support the delivery of statutory public health duties, and contribute to the development and implementation of local, regional and national policy. Through strong stakeholder engagement, governance oversight and performance management, the Public Health Specialist ensures that services are evidence-led, responsive to community needs and aligned with the Council's strategic objectives.			
Accountabilities			
Operational Delivery • Commission and/or act as the Council's lead client in relation to public health services. • Manage major programmes within area of expertise or where specialism is dominant. • Deliver major projects and resolve complex casework where required by the Director of Public Health Service Planning and Delivery • Shape and recommend Council policy concerning specialist areas of public health activity. • Shape and influence the Somerset system service planning and delivery, in relation to public health priorities. Strategic Development • Determine or support the determination, of the strategic direction of the Council and partner agencies in relation to specialist public health expertise.			

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Subject Matter Expert

- **Surveillance and assessment of the population's wellbeing:**
 - Access and utilise information and intelligence systems to underpin public health improvement and action across disciplines and organisations.
 - Write and/or contribute to national and local policy setting reports on the health of the population of Somerset within the area of higher-level practice and specialist responsibility.
- **Public Health Intelligence**
 - 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, as appropriate to the area of higher-level practice.
 - Compare, analyse and interpret highly complex options for running projects identified as key public health priorities, for example the integration of early help and health and well-being services and communicate this information across organisations and the local community.
 - 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.
- **Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services (healthcare public health)**
 - Provide expert public health advice and leadership 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, in potentially contentious and hostile environments where barriers to acceptance may exist
 - Be responsible for leading on service development, evaluation and quality assurance governance in an area of higher-level practice and for preparing and adjusting action plans in line with changing needs and changing geographical boundaries.
 - 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 as appropriate to the area of higher-level practice.

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- **Policy and Strategy Development and Implementation**

- Lead (on behalf of the Somerset Council Public Health team) the communication, dissemination, implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, within a specialist area of practice and with the support of Consultants and the Director of Public Health.
- 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.

- **Health Improvement**

- Be responsible for designated areas of health improvement programmes. This may include engagement with primary care professionals and community staff to raise awareness and achieve engagement in their public health role.
- Take a senior level leadership role in an area of higher-level practice 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.
- 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, reflecting advanced theoretical and practical knowledge, in the area of higher-level practice.

- **Health Protection**

- Demonstrate an understanding of the processes of safeguarding the health of the population in relation to communicable disease, infection control and environmental health.
- As appropriate to the area of higher-level practice, communicate effectively and diplomatically with a wide audience including the media and the public to change practice in highly challenging circumstances such as immunisation and screening.

- **Service Improvement**

- Provide expert support evidence-based commissioning, prioritisation advice as appropriate to the area of higher-level practice to 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.
- Contribute to clinical governance and/or audit as appropriate to the area of higher-level practice.

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- **Academic Public Health / Research and Development**
 - Undertake and commission literature reviews, evaluative research surveys, audits and other research as required to inform equitable service and reduce health inequalities.
- **Delivery of Statutory Duties**
 - Advise the Council and Integrated Care System on their obligations and duties arising from the statutory/regulatory framework covering specialist public health topics.
- **Financial / Budget and Resource Management**
 - As appropriate to area of specialist practice and within a specialist area, the post may be a designated budget holder (ca £250K per annum) and contribute to the formulation and monitoring of service budgets and financial initiatives.
 - The post-holder will be involved in actively influencing public health spend across the health and wellbeing system with the potential to influence budgets of other organisations, for example the total health and care budget in Somerset (ca £1.1 billion per annum)
- **Performance Management Frameworks**
 - Create, monitor and review frameworks of performance measures and quality standards to be applied in the delivery of services in specialist public health areas.
- **Team Management**
 - Specify and mentor the Continuous Professional Development of other professionals in their field.
 - Line manages a team of specialist and professional staff.
- **Problem Solving**
 - The ability to problem solve is key to success in this role. It requires fast paced thinking and delivery on tight timelines with frequently changing guidance.
- **Stakeholder Engagement**
 - Drive and operate partnership and co-operative working with other agencies/bodies to ensure effective commissioning and/or delivery of services in their specialist areas.
- **Resource Management**
 - The post-holder will be involved in actively influencing public health spend across the health and wellbeing system with the potential to influence budgets of other organisations, for example the total health and care budget in Somerset (ca £1.1 billion per annum).
- **Organisational or Service Specific Delivery**
 - Undertake representational and communication duties on behalf of the Council and partners both to promote the Councils interests in matters concerning specialist areas.

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- **Other**

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.

Knowledge / Experience / Skills

	Essential	Desirable
Knowledge		
Demonstrable knowledge and understanding of the statutory, policy and strategic commissioning framework within which specialist services operate and their context within local government and the health and wellbeing system.	X	
Detailed knowledge and understanding of using data and evidence to support policy change and commissioning to improve health and wellbeing.	X	
Experience		
Evidence of work related continuing professional development in public health.	X	
5 years' experience of implementing public health programmes and working in partnership across multiple agencies.	X	
Experience of undertaking clinical and quality audits and challenging poor practice.	X	
Demonstrable experience of partnership working, including the ability to influence and, where required, lead multi-agency projects and initiatives with particular reference to standard setting and whole service commissioning.	X	
Qualifications / Registrations / Certifications		
Master's degree or equivalent.	X	
Skills		
Good understanding and ability to develop and implement effective performance management and quality assurance frameworks.	X	

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Track record of operating corporate projects and providing clear advice on policy options and policy development and delivering projects on time and within budget.		X
An understanding and commitment to effective customer and community engagement leading to service redesign and change management.		X
Computer literate, using MS Office suite of programmes.	X	
Collaborative in their approach to working with partners, both internal and external.	X	
Has a positive attitude towards improving outcomes for health and wellbeing.	X	
Promotes the need for change and acts as a role model for change.	X	
Positive, committed, adaptable, thorough and confident approach.	X	
Ability to work to deadlines and to motivate others to work effectively and demonstrate a duty of care.	X	
Ability to work in a team and contribute to shared goals.	X	
Able to challenge practice effectively.	X	
Innovative and creative approach to service improvement and value.	X	
Customer- and Communities- focused.	X	
Personal Integrity.	X	
Drive and self-motivation – “can do” attitude.	X	
Working Conditions		
Dimensions of the role		
Working Arrangements		
Somerset Council's Dynamic Working Strategy will be applied to this position.		

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Corporate Accountabilities

- Provide clear leadership to deliver the Council's strategic priorities and meet the Council's financial targets, as a member of the Directorates Senior Leadership Team.
- Update and advise Elected Members in respect of operational and policy issues in relation to the Resources, Strategy and Transformation Services teams.
- Lead Resources, Strategy and Transformation teams with a clear identity in terms of flexible and responsive ways of working, inclusive and diverse culture, and high level of employee engagement and wellbeing.
- Undertake representational and communication duties on behalf of the Council to promote and protect the Council's interests in matters concerning their specialist areas.
- Create, monitor, and review frameworks of performance measures and quality standards to be applied in the delivery of services.
- Function as an ambassador for the Council promoting, both internally and externally, the Council's vision, strategic aims, and values.
- Value the diversity of Somerset's communities ensuring equality of access and treatment in service delivery and employment.
- Function as a role model for Somerset's vision and values. Promotes a culture of continuous improvement that encourages creativity and innovation to ensure services are efficient and develop the potential and flexibility across the Council and its workforce including the motivation and development of employees within the Resources, Strategy and Transformation service teams.
- Ensure that Resources, Strategy and Transformation services place a high value on customer responsiveness by demonstrating a commitment to meeting and involving the broadest range of direct and indirect service users, citizens, customers, communities, and businesses.
- Support the delivery of the Councils' key strategic aims and objectives ensuring understanding and commitment from staff from across the Resources, Strategy and Transformation service.
- Support Corporate and Directorate and service specific transformational change programmes with the aim of maximising efficiency, modernising services, and achieving better outcomes and opportunities for service users and customers.
- Ensure flexibility in reacting to the needs of the Council, its' customers and partners supporting a culture of continuous improvement.
- Ensure compliance with all relevant legislation, the Council's standards of conduct, organisational policy, and professional codes of conduct to uphold standards of best practise.
- Accountable for compliance with all relevant health and safety legislation and Somerset Council H&S policies.

Date: