

# Public Health Improvement Manager

## CANDIDATE INFORMATION PACK



# Welcome



Dear Candidate

Thank you for taking the time to read more about this opportunity. The Public Health Directorate sits within NHS Dumfries & Galloway Health Board, which is one of 14 territorial Health Boards providing NHS services across Scotland. The Directorate leads on Health Protection, Vaccinations, Screening Programmes, hosts the Alcohol and Drugs Partnership and works closely with our Public Health Improvement Colleagues in our Community Health and Social Care Directorate and our performance and intelligence colleagues working with the Strategic Planning and Transformation Team.

As a Directorate we are dedicated to protecting and improving the health of the local population and reducing inequalities. Our service can often take a leading role in major incidents concerning biological (i.e. infections), chemical or physical hazards. The ability to work well with partners to address the many challenges to health we face and to work under pressure with often complex data in a rapidly changing situation is a key skill we look for. Although this sounds challenging it can be hugely rewarding to see your role making a difference at a population level.

There are many advantages of working in public health in this region that I feel allow us to make quicker and more informed decisions to meet the needs of our local population and these are:

We share the same boundaries with just one Council.

- Geographically being on the border with England and having great relationships with our colleagues in Cumbria.
- We have an excellent, supportive and responsive community with excellent communication channels
- Scotland as a small, devolved nation means we have closer links to Scottish government and with the opportunity to take on National roles in many areas.

We look forward to seeing your application.

Kindest regards

*Valerie*

Valerie White  
Director of Public Health

# Job Description

## 1. JOB IDENTIFICATION

**Job Title:** Health and Wellbeing Specialist Lead

**Department(s):** Directorate of Public Health

**Job Holder Reference:** ADMIN079aPHS

**No of Job Holders:** 1

## 2. JOB PURPOSE

This is a Lead Health Improvement Specialist role within DG Health and Wellbeing (DGHW), Directorate of Public Health, NHS Dumfries and Galloway. The post holder is expected to lead and coordinate key public health programmes, providing a high level of expertise and autonomy to the development and implementation of a range of strategies and programmes in response to region wide priorities for health and wellbeing. Specifically, the post holder will ensure the provision of high quality and often complex multi-faceted programmes of health improvement work in the schools population

The key thrust of the post is to improve population health and wellbeing and target action so that health inequalities are addressed. This will involve:

- providing expert advice to strategic partners and influence at a local level the provision of effective, evidence based programmes for improving health and wellbeing outcomes via the school community.
- the post holder in managing projects on behalf of the organisation and lead on the implementation of plans agreed with partners.
- ensuring that co-ordinated action targets both people/families living in deprived circumstances and specific groups in a range of settings for example communities, education, primary care and workplaces
- providing specialist leadership knowledge on the development of specialised public health/health improvement programmes, and reduction of health inequalities
- Lead on and support the development of Public Health evidence based practice-across those staff groupings and practitioners working with children, young people and families in schools and communities
- interpreting national and local policy and strategy, and leading/directing on their development and local implementation
- working in partnership with others, such as NHS, Council and 3<sup>rd</sup> sector partners, to maximise public health/health improvement opportunities
- delivering on defined public health/health improvement outcomes
- commissioning public health/health improvement programmes and interventions

## 3. ORGANISATIONAL POSITION – see attached

#### **4. SCOPE AND RANGE**

Because the programme of work relies heavily on the co-operation and participation of a range of individuals and partners the post holder will:

- provide an important leadership role across partner organisations and their staff
- manage health and wellbeing staff, negotiate with and co-ordinate small teams of partner agencies to provide intensive support within education settings
- have responsibility for managing major public health programmes, which may require being accountable for the management of substantial budget allocations. The post holder will also be required to influence budgets held by partner agencies
- represent the Directorate of Public Health at regional and national meetings
- be responsible for leading, coordinating and developing health improvement networks throughout the region that fosters partnership working which is aimed at improving the health of the population
- ensure an evidence based approach to specialised public health programmes
- be expected to ensure that any research work carried out within his or her remit is done so within the principles of research governance
- commission, where appropriate, public health/health improvement programmes across a number of agencies
- ensure evaluation and analysis of data as appropriate

#### **5. MAIN DUTIES/RESPONSIBILITIES**

- To be the lead NHS person in the operational and strategic planning of the programme using specialist knowledge relating to health and wellbeing and interagency working for improved outcomes for children and young people in the school setting. This will include development, implementation, delivery and evaluation of public health/health improvement programmes to meet identified needs and priorities contributing to health improvement and reduction in health inequalities.
- Provide leadership, challenge and support in the development and implementation of approaches that directly challenge inequalities that impact on children and young people, such as gender inequalities, influence of the media, exploitation etc.
- Commission, co-ordinate/manage complex health improvement programmes/services throughout the region
- Prepare and present reports, documents, reviews and presentations on the implementation and achievements/outcomes of health improvement programmes for the Health Board, Community Planning Partnerships, other partners and funding bodies ( both local and national)

## **PROMOTING AND PROTECTING THE POPULATION'S HEALTH AND WELL-BEING**

### **1. To lead and support the prevention/promotion agenda in being at the forefront of key strategies and programmes that impact on the health and well-being of the population**

- Develop strategic plans to support complex health and wellbeing improvement programme delivery at a regional wide level in all schools
- Lead/Establish/participate in local multi-agency partnerships and assist in securing resources within NHS policies in order to implement and evaluate programmes
- Proactively engage with the media for the promotion and protection of health within clearly defined NHS protocols
- Lead and/or co-ordinate, implement and evaluate health campaigns to meet local needs
- Contribute to the dissemination of accurate and appropriate information and educational resources to support effective public health/health improvement practice

## **COLLABORATIVE WORKING FOR HEALTH**

### **2. To identify, develop and maintain health related partnerships with individual communities and organisations to promote health and well-being**

- Lead on the development and maintenance of effective local partnerships across organisational boundaries
- Provide specialist advice and support to others in the development of knowledge, understanding and skills in collaborative working for health improvement.

## **WORKING WITH AND FOR COMMUNITIES**

### **3. To lead and/or contribute to the planning and implementation of community health development initiatives that impact on health and well-being**

- Provide specialist training and leadership to support groups, communities and organisations to identify their health needs, formulate plans to address their needs
- Provide specialist expert advice, training and support to enable other workers and organisations to actively engage with communities to promote health and well being
- Build relationships and networks to promote and support community health development approaches

## **DEVELOPMENT OF QUALITY AND RISK MANAGEMENT WITHIN AN EVALUATIVE CULTURE**

### **4. To lead and contribute to the development and dissemination of the evidence base for health improvement**

- Implement evidence based research within practice
- To develop and maintain an overview of developments in knowledge and practice in public health/health improvement and identify opportunities to integrate these into practice
- Develop and implement programme evaluation methods and the appropriate performance indicators
- Facilitate access to quality assured health information and educational resources to promote health

## **POLICY AND STRATEGY DEVELOPMENT AND IMPLEMENTATION**

### **5. To lead and or contribute to the provision of professional support, to all sectors, on the implementation of policies that contribute to the promotion of health and well-being**

- Provide specialist advice and contribute to the development of regional policies that impact on health and well being of the local population (clients, services users and patients)

- Work with other members of the Health Improvement Team and Public Health Practitioners to support the implementation of national policies at local level

### **STRATEGIC LEADERSHIP FOR HEALTH**

#### **6. To lead in the development of local public health capacity and networks across all schools in the region**

- Design, deliver and evaluate specialist training courses to ensure effective public health practice across organisations and disciplines working with children and young people, including basic and post basic training of health and other professionals within the locality
- Lead and or contribute to the development and maintenance of local networks for improved health and wellbeing for all children and young people
- Provide a specialist input to the work of other public health partners, including advice on a regional/national basis Council, Education sector, NHS and third sector

### **SURVEILLANCE & ASSESSMENT OF THE POPULATION'S HEALTH AND WELL-BEING**

#### **7. To lead on the regular assessment and identification of health needs and priorities**

- Lead and or contribute to the collection, analysis, interpretation and dissemination of complex information on health and well being
- Interpret and use data sources on health and well-being in the targeting of health improvement programmes
- Identify and implement tools and methods to collect information from local communities on health needs and priorities

### **RESEARCH AND DEVELOPMENT**

#### **8. To lead and or contribute to relevant research activities working with academic centres and others on collaborative projects**

- Provide support for and maintain an overview of current research findings relevant to specific Health Improvement issues
- Implement research/evidence into programme planning and practice
- Develop with others, appropriate tools and methods to conduct local research to improve understanding of the needs of key groups within a range of settings such as communities, education or the workplace

### **ETHICALLY MANAGING SELF, PEOPLE AND RESOURCES TO IMPROVE HEALTH**

#### **9. To contribute to the management and professional leadership of Health Improvement staff working within the NHS as delegated in the first instance by one of the following: Director of Public Health, Consultant in Public Health, and Consultant in Dental Public Health.**

- Manage/supervision the work of a team in line with personal development plan arrangements (PDP)
- Be an authorised signatory and monitor the budget in accordance with NHS policies and procedures
- Participate in reflective practice as part of personal professional development
- Prepare a personal development plan
- Develop personal professional practice, within the framework of the Knowledge for Skill Framework and the Faculty of Public Health's Good Practice Guidance.

## **6. SYSTEMS AND EQUIPMENT**

**IT** – able to use a range of computer-based software such as word processing, spread sheets, data bases and presentation packages.

**Office administration** – although there is secretarial support the post holder will be expected to be competent in basic office administration and office systems; for example word, spreadsheet, excel and powerpoint.

**Other** – the post holder will be required to use teaching equipment such as a projector for powerpoint use, overhead projector, flipchart and blackboard.

## 7. DECISIONS AND JUDGEMENTS

The post holder is managerially accountable to the Consultant in Public Health with whom annual objective setting and performance appraisal will take place.

The post holder will be required to work largely on their own initiative , making decisions to judgements routinely. These decisions will range from straightforward simple decisions to extremely complex decisions which may involve prolonged consultation with others within and across different organisations. In making decisions and judgements the post holder will require to analyse and interpret complex facts that have a range of options available.

The post holder will be responsible for managing an agreed budget.

The post holder works under the broad direction of the Consultant in Public Health but works independently, accessing supervision and performance review as required.

## 8. COMMUNICATIONS AND RELATIONSHIPS

The post holder will be expected to have an excellent level of oral, written and presentation skills and must be able to provide and receive highly complex or highly sensitive information.

The post holder will develop working relationships and will communicate regularly with a wide range of individuals at varying levels in organisations. These will include :

- Senior managers in other statutory organisations
- Senior officials in the Scottish Government and other national organisations
- Heads of appropriate departments in NHS and partner agencies
- Leaders of third sector organisations
- Heads of Schools
- Universities, Colleges

The network of communication and working relationships for this post is extensive due to the nature of the work to gain the support and co-operation of all relevant organisations, agencies, voluntary bodies and commercial organisations. A key line of communication is through national networks, region wide networks and with the Public Health Practitioners at Local Health Partnership level.

In addition, the post holder will be required to present complex and potentially contentious information to larger groups requiring persuasive listening and negotiating skills.

It is anticipated that when managing staff or through patient/client contact the post holder will find themselves occasionally dealing with difficult or emotional circumstances.

## **9. PHYSICAL AND EMOTIONAL DEMANDS OF THE JOB**

The post holder will be expected to travel throughout the region, and occasionally nationally, in order to attend meetings and events. On some occasions this will require driving for long periods of time.

From time to time there will be evening and weekend meetings or events that the post holder will be expected to attend.

The use of training equipment will require some manual handling effort, for example, the setting up an exhibition or using presentation equipment.

The functions of this post place a high level of mental and emotional demands on the post holder in relation to the following:

- Prioritisation of workload with ever changing workload demands and priorities
- Ensuring the delivery of very tight timescales
- Leading on the management of change
- Working with a wide variety of staff and different organisations with very variable agency cultures

In addition the post holder will be required to concentrate to varying lengths of time , for example throughout long meetings which he/she would chair, in the analysis of data and in the writing of reports and papers.

## **10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB**

Providing leadership for strategic programmes and projects that are delivered by a variety of organisations and individuals that are not managed through DG Health and Wellbeing, and whose primary purpose is not necessarily that of improving health and wellbeing and reducing inequalities.

Challenges arise from the need to show demonstrable outcomes and effectiveness in areas of work where there is often little evidence available and that the outcomes relate to social or mental determinants of health rather than medical.

The post holder must be able to concentrate to produce timely/frequent documentation and reports where the work pattern is fairly predictable with few competing demands.

Challenges arise from working with and supporting the implementation of emerging evidence based approaches to public health across a range of organisations and settings.

## **11. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB**

### **Knowledge & training**

- A degree level qualification or be able to demonstrate equivalence
- A Masters Degree in public health/health and wellbeing/health promotion
- A specialist understanding , knowledge and experience of public health and health improvement in a range of environments and issues and be able to work flexibly across public health skills and competencies

- Knowledge and understanding of the theories and approaches to community development, generic health behaviour change and strength based approaches and how they contribute to health improvement and the reduction of health inequalities

**Experience**

- Of working with a range of services and communities and the ability to apply specialised public health knowledge and theory and capability
- Of leading and developing multi agency partnerships
- Of delivering programmes or projects and being able to apply project management approaches ensuring delivery on time
- Of managing or supervising staff
- Of budget management, allocation and forecasting
- Commissioning services

**Skills**

- In strategic planning and project management
- In research, evaluation and audit; including literature searching and critical appraisal skills
- In facilitation, teaching training, learning and development
- Of communicating to a wider range of audiences; oral, written and presentation.

**12. JOB DESCRIPTION AGREEMENT**

A separate job description will need to be signed off by each jobholder to whom the job description applies.

**Job Holder’s Signature:**

**Date:**

**Head of Department Signature:**

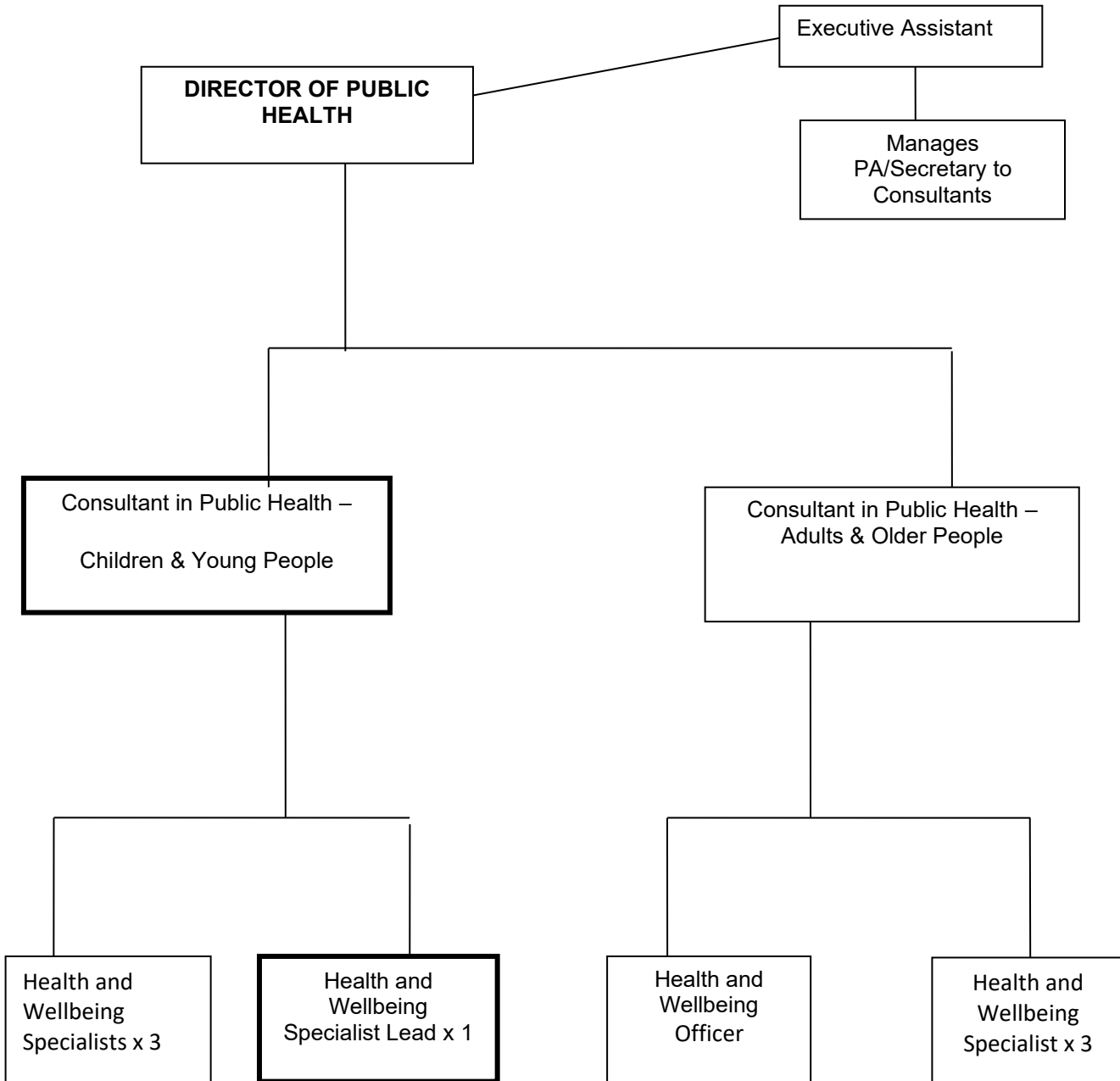
**Date:**

# Person Specification

	ESSENTIAL	DESIRABLE
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Masters in Public Health/Health Promotion/ Health Improvement</li> <li>• Project management</li> <li>• Evidence of CPD</li> </ul>	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Specialist experience within Education and Children's Services</li> <li>• Extensive experience of working with a range of partner organisations relevant to health improvement</li> <li>• Leading and coordinating strategic groups and networks</li> <li>• Extensive experience of working with communities and the ability to apply specialised knowledge of community development theory</li> <li>• Applying project management approaches in delivery of programmes or projects</li> <li>• Managing or supervising staff</li> <li>• Budgets management, allocation and forecasting</li> <li>• Using evidence to develop practice</li> <li>• Generic health behaviour change</li> <li>• Evaluation of projects</li> <li>• Commissioning of services</li> </ul>	<ul style="list-style-type: none"> <li>• Performance management systems</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Strategic planning</li> <li>• Project management</li> <li>• Wide ranging communication abilities</li> <li>• Presentation</li> <li>• Research methods including data collection and analysis</li> <li>• Facilitation and training</li> <li>• Basic IT</li> </ul>	

<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Specialist public health and health improvement knowledge acquired through training, extended courses and experience to masters degree level or be able to demonstrate equivalence</li> <li>• Theories underpinning evaluation methods</li> <li>• Specialist understanding of current issues in public health and health improvement</li> <li>• Generic health behaviour change and strength based approaches</li> <li>• Community development approaches and how they contribute to health improvement work</li> <li>• Commissioning</li> </ul>	<ul style="list-style-type: none"> <li>• Performance management in relation to shared NHS and Local Authority agreements</li> </ul>
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>• Self starter.</li> <li>• Ability to plan, prioritise and manage workload.</li> <li>• Positive outlook</li> <li>• Committed to equality of opportunity</li> <li>• Team worker</li> <li>• Energy and resilience.</li> </ul>	
<b>OTHER</b>	<ul style="list-style-type: none"> <li>• Ability to travel throughout the region and to national meetings</li> </ul>	

# Organisational Position



# Find Out More

## **NHS Dumfries & Galloway**

For information on NHS Dumfries & Galloway, including details of further staff benefits, how to get started with us, advice for moving to the area, our facilities and beautiful surroundings, check out our **Work with Us** Portal.

To access the Work with Us web pages, copy and paste the following link into your web browser: [www.nhsdg.co.uk/workwithus](http://www.nhsdg.co.uk/workwithus)

## **Dumfries and Galloway Health and Social Care Partnership**

For information on Dumfries and Galloway Health and Social Care partnership:  
<https://dghscp.co.uk/>