

Public Health Manager

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Western Isles Health Board
The best at what we do



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Public Health Manager
Band 8A £60,126 - £64,906 per annum
Plus £1,349 Distant Islands Allowance per annum
37 Hours Per week
Permanent

An exciting opportunity has arisen with NHS Western Isles, to join the Public Health Directorate as a Public Health Manager.

You will join an established and experienced public health team, and work across the three domains of public health. Your role will involve implementing strategy, co-ordinating the delivery of programmes and projects, and providing leadership and advice. You will lead the commissioning of public health services with partner organisations, and undertake the role of Child Health Commissioner. You will also support the public health on call rotation out of hours, and undertake line management duties.

The post is based at the Western Isles Health Board Office in Stornoway, although occasional travel to other sites may be required.

Known as Scotland's Atlantic Islands, the Western Isles are steeped in history and culture, with stunning landscapes, spectacular coastlines, a strong sense of community and identity, and renowned Hebridean hospitality. For those with young families, the Western Isles also offer a safe place to live, a high-quality education system, with low levels of crime.

The successful applicant will be required to register with the PVG Scheme (Protecting Vulnerable Groups Scheme).

This role does not meet the eligibility criteria for a Health and Care Worker visa. NHS Western Isles (NHSWI) is unable to provide candidates or employees with a Certificate of Sponsorship (CoS). Please note the organisation chart presented is indicative and may be subject to change.

This role is not eligible for relocation expenses.

Informal enquiries and discussions with potential applicants are encouraged. Please contact Colum Durkan at colum.durkan@nhs.scot to arrange a time.

All NHS Western Isles vacancies appear on the NHS Scotland website: <https://apply.jobs.scot.nhs.uk/> along with a job description.

Tha beàrnan-obrach NHS Eilean Siar uile gu léir a' nochdadh air làrach-lìn NHS na h-Alba <https://apply.jobs.scot.nhs.uk/>, còmhla ri dealbh-obrach.

Any further queries please contact Tel: 01851 762027.


JOB DESCRIPTION

1. SERVICE	Public Health
2. SERVICE DIRECTORATE/DEPARTMENT	Public Health
3. JOB TITLE	Public Health Manager
4. GRADE	
5. LOCATION	NHS Western Isles, Health Board Office, Stornoway
6. REPORTING TO	Director of Public Health

2. JOB PURPOSE

As a senior member within the public health department to contribute to and participate in the management and governance of the Public Health department and specifically to:

- Lead the implementation of the agreed Public Health strategy for the Western Isles as set by the Director of Public Health, focusing on the operational aspects.
- Co-ordinate and ensure the delivery of agreed major programmes and projects, including health improvement initiatives and interventions, needs assessments, service evaluations (with a focus on services commissioned by the Public Health department), health impact assessments. This will involve inter-agency and inter-disciplinary working.
- Provide leadership and specialist Public Health expertise and advice on all aspects of public health. Develop, support and inform NHS Western Isles' public health function, and work with partner organisations to ensure good governance of public health practice.
- Oversee and ensure development and delivery of national and local agreed priorities, targets and projects. Develop Public Health capacity across the Western Isles. Manage a strategic planning officer and a team of public health administration staff, ensuring optimal use of available resources. Represent NHS Western Isles on agreed regional and national committees and working groups to develop public health strategy.
- Lead the commissioning of public health services with partner organisations, including the



development and review of service level agreements, key performance indicators, and economic evaluation of services to ensure value for money.


- Undertake the role of the Child Health Commissioner. Working with partner organisations to understand, commission, monitor and evaluate a range of services for children across the Western Isles, making optimal use of the available funding.
- Participate in the Health Board on call rota and provide specialist health protection advice both during out outside of normal working hours as required.
- N.B In the event of NHS Scotland being placed on an 'Emergency Footing' and or NHSWI declaring a 'Major Incident', or similar critical service demand, the role will be subject to change based on the exigencies of the service and post holder competence.

3. DIMENSIONS

Staff managed by post holder: Strategic Planning officer (band 6) and public health administration team (band 3 and band 4). Line management responsibilities will be reviewed periodically and may change in line with the needs of NHS Western Isles.

The post will support Public Health professionals at all levels throughout the NHS Western Isles' area.

NHS Western Isles continues to develop as a strategic public health organisation. The public health department works across the three pillars of public health: health improvement, Healthcare public health, and health protection. It works collaboratively with other departments in the organisation, the Integrated Joint Board, the local authority, Public Health Scotland, and partner organisations within and beyond the Western Isles.





4. REPORTING STRUCTURE

5. ROLE OF THE DEPARTMENT

The role of the Public Health Team is to:

- Promote a coherent, collaborative leadership for Public Health specifically in the Western Isles but also across the North of Scotland and nationally, including the building of healthy public policy and addressing inequalities in health and healthcare provision.
- Consider population health needs and, emphasising collective responsibility for health, its protection and disease prevention, and use population methodologies in developing programmes of work which include action on health inequalities, and the underlying socio-economic and wider determinants of health and disease.
- Develop, support and provide specialist expertise to partners who contribute to the health of the population
- Promote a research-based evaluative culture
- Workforce development, including building competence and capacity for public health, particularly throughout the Integrated Joint Board and anchor institutions.
- Commissioning public health interventions, programmes and projects to improve population health in the Western Isles.
- Commissioning services for children in the Western Isles.

The three key areas of public health practice are:

- Health improvement
- Health protection
- Healthcare public health

6. KEY RESULT AREAS

Lead the implementation of agreed Public Health strategy for the Western Isles as set by the Director of Public Health, focusing on the operational aspects.

Lead the development of long-term health improvement policy and strategy involving partner

organisations and impacting across populations as evidenced by the development and delivery of health improvement plans designed to implement national and local policy impacting on a wide range of groups and organisations.

To make optimal use of the best available quantitative and qualitative measures to demonstrate the impact of public health interventions, programmes and projects.

Participate in the development of specified areas of partnership working, in particular with the local authority, and the Health and Social Care Partnership.

To initiate action in order to maximise the health improving potential of a wide variety of organisations by establishing public health as an integral part of their agendas through marketing, strategy and policy development, consultancy and joint working.

To harness the efforts of the public health resource, and lead on developing public health capacity to meet the agreed strategic and operational priorities and objectives of NHS Western Isles, effectively managing agreed health improvement programmes.

To provide leadership and vision for partner organisations to collaborate on issues of common concern, pooling collective capacity and skills to take advantage of emerging opportunities for improving public health.

To champion within the Western Isles the North of Scotland Public Health Network as an effective and efficient way of regional working.

To lead the commissioning of public health services, including mental health services, (third Sector) advocacy services, and services for emotional and sexual health advice, with partner organisations. This includes the development and review of service level agreements, key performance indicators, and economic evaluation of services to ensure value for money.

Undertake the role of the Child Health Commissioner. Working with partner organisations to understand, commission, monitor and evaluate a range of services for children across the Western Isles, making optimal use of the available funding.

Undertake the role of vice chair of the Children and Young People's Planning Partnership in the Western Isles

Support the development and implementation of the Integrated Children's Services Plan for the Western Isles, in partnership with the chair of the Children and Young People's Planning Partnership and members of the Community Planning Partnership

Participate in national Child Health Commissioner meetings, national Child Protection MCN steering group meetings, and Outer Hebrides Child Protection Committee meetings

To deputise for the Consultant in Public Health where appropriate and represent NHS Western Isles on agreed regional and national committees or working groups.

Lead, commission or conduct health needs assessment activity for the population of the Western Isles in conjunction with the local health intelligence function, and contribute as appropriate to health impact assessment studies and reports on the health of the population of NHS Western Isles.

Direct and control the planning, development, implementation and evaluation of related major programmes and projects ensuring that agreed outcomes are delivered. This includes health improvement initiatives and interventions, needs assessments, service evaluations (with a focus on services commissioned by the Public Health department), and health impact assessments.

Participate in the Health Board on call rota and provide specialist health protection advice both during out outside of normal working hours as required.

Lead on co-ordination of production of regular progress reports, and present progress and evaluation reports to a wide variety of audiences including the corporate management team and events to ensure that the spectrum of staff including those in other relevant agencies and the public are informed of development and progress on public health activities.

Support the Director of Public Health in managing the Public Health budget and overseeing the allocation of funds for public health activity and services for children within agreed expenditure limits and securing funding through other agencies to achieve directorate objectives, and optimise joint funding. Ensure costs are within budget and efficiency savings are made as required.

To lead on the assessment and assurance of quality and effectiveness in public health, ensuring that practice and outcomes are both evidence-based and appropriately evaluated.

Manage a strategic planning officer and a team of public health administration staff, ensuring optimal use of available resources and effectively employing high quality staff management principles for staff development, professional standards, communication and appraisals.

Ensuring succession planning and skills development are an established part of the culture of the service, in keeping with national and NHS Western Isles' policies.

To identify own training and development needs and undertake appropriate training and development as required, supported by a PDP.

Accountable for adhering to organisational standards of governance with a key role in setting standards ensuring quality and consistency in ensuring people do what they are contracted to do, holding others accountable for their performance as required.

Responsibility for ensuring that systems are in place to improve and address any health and safety, risk, and all governance issues consistent with local and national policies so that safe, effective services are provided at all times.

7. ASSIGNMENT AND REVIEW OF WORK

The framework of regional, local, and national strategies with multi-agency will generate work, which will require translation to local strategy, plans, corporate and personal objectives, and appropriate action.

Work from this is agreed with the Director of Public Health. From there the work is self-managed and supervised through the NHS Western Isles' performance appraisal process. Individual objectives will be agreed and signed off annually by the Director of Public Health.

The post holder will be expected to anticipate problems and identify opportunities at a local level and in response to national developments, and to manage solutions and responses.

The post holder will be expected to participate in team audit and ensure the appraisal and development of any staff for which they are responsible. Staffing decisions relating to the strategic planning officer and public health administration staff lie within the post holder's responsibility.

Supporting the development of long-term health improvement policy and strategy involving partner organisations lies within the post holder's responsibilities. This will typically involve sign off by the appropriate organisational mechanisms (often in a partnership environment with community planning partners).

Decisions regarding the implementation of agreed strategies all lie within the post holder's responsibility.

The Director of Public Health and the post holder will hold regular meetings to review ongoing work.

The post holder will pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures as appropriate.

Within the context of the overall objectives for the post, the post holder is required to act with a high degree of independence, anticipating potential opportunities and problems and acting to capitalise on these or resolve them largely on their own initiative.

8. COMMUNICATIONS AND WORKING RELATIONSHIPS

Regular communications with the Director of Public Health, and senior Health Board staff through meetings, formal and informal networking, and written reporting to maintain level of awareness of activities, ensure co-ordination and planning of activities and events and to maximise joint working.

Regular communication with partner organisations in the public, private, and third sectors.

Regular communication with public health networks.

Build and manage relationships with executive and senior managers and senior clinicians throughout NHS Western Isles to market, secure commitment to, and develop public health activity.

Multi-agency and cross-sector liaison at senior management level with input into joint health planning processes through community planning process, relevant managed clinical networks, and public, private and non-statutory agencies.

Regular communication with the North of Scotland Public Health Network, and the Scottish Public Health Network.

Build and manage highly effective communication at executive and senior level with national bodies and agencies beyond the Western Isles, to ensure dissemination of national priorities and information, and co-ordination with regional and national areas of work.

Negotiates with partner organisations on deployment of public health resource. For example, where the public health department is providing staff, materials, or other resources for the delivery of public health interventions, campaigns, and projects with partner organisations. The post holder will influence groups, committees, and organisations, to maximise the opportunities for improving population health.

Strong presentation skills and an ability to express a view convincingly and coherently, verbally and in writing, to a wide range of stakeholders.

9. MOST CHALLENGING PART OF THE JOB

Collaborative leadership for a wide spectrum of public health projects and interventions to tackle a complex range of community wellbeing issues.

Working to bring about change with organisations and individuals who do not currently prioritise public health. For example, through supporting organisations and individuals to make changes that improve physical and mental wellbeing, and in turn reduce inequalities, through contributing to strategy and policy design.

Developing commitment to public health through stakeholder involvement and the integration of stakeholder contribution, requiring negotiation skills, political astuteness, and relationship building.

Working with a wide range of organisations and individuals to maximise health impact and reduce inequalities across NHS Western Isles.

Effective support and motivation of staff with a diversity of skills and duties through a range of programmes of work.

Communicating with a network of health improvement practitioners.

Coordinating public health in a diverse geographical area.

Supporting the Director of Public Health in deploying a limited public health resource on an equitable basis in the NHS Western Isles area.

Maintaining knowledge and skills relevant to the whole spectrum of public health including the specialist topics, the national, regional and local contexts, and the generic processes, such as planning, change management, and partnership working.

10. SYSTEMS

The post holder is required to demonstrate a competent level of computer literacy in the following areas and applications:

- Laptop and desktop computer
- Videoconferencing equipment
- Audio conferencing equipment
- Computer presentation equipment, including projector
- Photocopier

Much is progressed using videoconferencing, telephone, web and e-mail systems to reduce the need for travel and to optimise time and resources.

- Microsoft Office:

Word for general word processing, preparing documents and report writing

Excel for budget coordination and planning, collation and analysis of numerical data

PowerPoint for presentation of information and data to audiences

Microsoft Outlook for electronic diary, task management, and e-mail systems

- Intranet and Internet
- HP Zone
- Appraisal and PDP systems, such as Turas
- Expenses and travel systems

- Project management systems
- Recording activity, statistics and reports in relation to the monitoring of service level agreements
- Authorising staff leave

11. DECISIONS AND JUDGEMENTS

Typical decision and judgements:

- The post holder is responsible for interpreting national policy, prioritising objectives from this information and developing agreed local policy implementation plans for agreement.
- The post holder leads on agreed key projects, coordinates work, generates responses to for example national consultations and represents Public Health on behalf of the department or the Director of Public Health
- The post holder sets the agenda and produces appropriate papers for working groups
- The post holder provides leadership across organisational boundaries, particularly in public health commissioning and commissioning services for children. They are required to interpret policy and guidance, and initiate action to ensure implementation at a local level
- The post holder has discretion on the manner in which work is prioritised. Guidance if required is available from the Director of Public Health or Consultant in Public Health, colleagues nationally, regionally and locally
- Contributions to reports in relation to performance assessment and accountability
- The post holder manages staff, and delegates appropriate tasks to relevant staff
- The post holder makes operational judgements, managing conflicting views, and reconciling professional differences
- Preparing responses in line with best available evidence and recent local data on policy and other relevant documents
- Project and programme management
- Overseeing the preparation and delivery of training

- Overseeing the preparation of funding bids
- The post holder is expected to deal with complex facts and situations requiring analysis, interpretation and comparison of a wide range of options. Judgements are based on in depth analysis, interpretation of health information and evidence of effectiveness of health improvement interventions
- The post holder must always maintain the complete confidentiality of the material and information that they handle

12. PHYSICAL EFFORT

Long periods of time sitting at a desk operating a computer.

13. MENTAL EFFORT

Frequently required high levels of concentration and may be required to switch tasks with no prior knowledge or at short knowledge.

Occasional intense concentration required. Periods of intense concentration required when presenting to committees and groups, and occasionally national level, chairing meetings and writing reports

14. EMOTIONAL EFFORT

Deals with emotive and sensitive issues and challenges the cultures that exist, to influence change.

Deals with staff performance and disciplinary issues and occasionally is required to deal with groups and organisations concerning contentious or sensitive issues, or service development

The usual work will have some exposure to emotional stressors, such as when managing health protection enquiries, including while on call. On occasion there may be stressful situations which require sensitive handling in order to ensure those at risk are adequately protected. The postholder will be expected to provide specialist advice and support rapidly changing situations. They will be expected to brief colleagues and organisational partners on stressful situations at short notice.

15. WORKING CONDITIONS

The post is office based with a dedicated desk, computer and telephone. Administrative support is provided. As the postholder will be required to participate in the Health Board on call rota, they will experience frequent interruptions outside of normal working hours and will be required to deal with a range of situations without notice.

16. 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:06.12.2024

PERSON SPECIFICATION


Job Title: Public Health Manager

Department: Public Health


Location: NHS Western Isles, Health Board Office, Stornoway

FACTOR	ESSENTIAL	DESIRABLE
QUALIFICATIONS TRAINING RESEARCH PUBLICATIONS	<p>Specialist knowledge of Public Health field acquired through relevant first degree and postgraduate qualification</p> <p>Significant experience across the three domains of public health</p> <p>Experience of healthcare at a strategic level, including multiagency working across a variety of sectors.</p> <p>Management experience in public health at a senior level in a strategic role.</p> <p>Knowledge and experience of commissioning, including the development of service level agreements, and the monitoring and evaluation of services, within public health or services for children</p>	<p>Member of Faculty of Public Health (or working towards), or other healthcare regulatory body.</p> <p>A recognised management qualification</p> <p>A project management qualification</p>
EXPERIENCE	<p>Experience in planning and shaping vision for future development of services.</p> <p>Experience in leading change, inspiring people to make changes and getting people to work effectively</p>	<p>Trained and experienced as a trainer.</p> <p>Experience of working on a health protection on call rota</p>

	together.	
KNOWLEDGE AND SKILLS	<p>Effective partnership and relationship building skills</p> <p>Excellent oral and written communication skills, adaptable to a range of organisations and levels</p> <p>Organisational development and community development skills</p> <p>Effective leadership, interpersonal and negotiating skills</p> <p>Effective change management skills and experience of developing practice</p> <p>Resolving conflict</p> <p>A detailed and comprehensive knowledge and understanding of the wide range of high-level policy drivers behind public health</p> <p>Strategic thinking and planning experience</p> <p>Organisational development and community development skills.</p> <p>Ability to adapt to variable and unpredictable demands within own work and management workload</p> <p>Ability to empower others</p> <p>Ability to be adaptable to gain support and influence improvements</p> <p>Ability to work collaboratively on delivering improvements.</p>	<p>Research and needs assessment skills</p> <p>Leading and managing change</p>



<p>PERSONAL QUALITIES</p>	<p>Self-belief, evident through a demonstrable “can do” ethos with a sense of confidence to be a shaper rather than a follower</p> <p>High degree of self-awareness, with a sound awareness of own strengths and limitations</p> <p>Demonstrable ability to manage self and others</p> <p>Demonstrable evidence of a drive for improvement</p> <p>Demonstrable evidence of a high sense of integrity</p> <p>Innovative self-starter, taking responsibility for own actions</p>	
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A Place to Live

The quality of life in the Western Isles, particularly for those with families, is outstanding: a safe space to bring up children, stress-free commutes with jaw-dropping views, and the opportunity to stroll along our pristine beaches or explore our dramatic scenery on your days off.

Community spirit is at the heart of the Western Isles. It is close-knit and welcoming, residents are proud of the place where they live and are keen to support young and old. The islands have a strong cultural identity stemming from their distinctive history.

Although the islands are remote, you can still keep connected with the wider world. There are frequent transport links to the mainland via ferries and three island airports – Barra, Benbecula, and Stornoway. The Air Discount Scheme (cheaper flights for islanders) and Road Equivalent Tariff (subsidised ferry fares) ensure transport is affordable. High-speed internet is widely available and allows islanders to stay connected globally.

Local Primary and Secondary Schools provide high quality education with the opportunity to learn through the Gaelic language. There is a network of excellent sport and leisure facilities in the Western Isles with annual cultural festivals and venues with live entertainment.

Key worker housing can be applied for through Hebridean Housing Partnership.

Useful Information

cne-siar.gov.uk Comhairle nan Eilean Siar (Western Isles Council - for more information on Schools, leisure and culture)
visitouterhebrides.co.uk (for more information on our islands and what to see and do)

A Place to Work

NHS Western Isles employs over 1000 staff over a number of sites, including:

- Ospadal nan Eilean Siar (Western Isles Hospital), Stornoway
- Ospadal Uibhist agus Bharraigh (Uist and Barra Hospital), Benbecula
- St Brendan's Hospital, Barra
- A number of GP and Dental Practices across the island chain
- A variety of community-based health services

Being part of a smaller team with a flat management structure provides the opportunity to widen your experience and be involved in a range of planning and decision-making that you might not otherwise experience in a larger setting. Our patients are our community, and there is opportunity to contribute to multi-disciplinary and holistic care to patients and families across healthcare settings.

Support and development are central to NHS Western Isles' ethos, and this involves working in partnership with the University of the Highlands and Islands, NHS Education for Scotland, and other higher education institutions. Our Professional Practice and Learning team will support and advise you on your learning journey. Many opportunities can now be accessed remotely through online learning. Regular clinical training is available and scenario-based learning is available in our recently-installed sim lab.

The Western Isles has a range of employment opportunities in the public and private sector for those that are relocating as a family. Please contact us and we can direct you to vacancies that might be suitable.

All staff are valued equally and we welcome and encourage those from diverse backgrounds to come and work for us.



NHS WESTERN ISLES BENEFITS

Pay

The NHS pay system is known as Agenda for Change (AfC) which applies to all staff excluding medical, dental and executive level managers.

The benefits include a standard working week of 37 hours, with pay enhancements to reward weekends, nights and overtime working. This ranges from time plus 88% to time plus 30% depending on your pay band and shifts you work.

Distant Islands Allowance is paid to all staff who live in the Western Isles. This is currently £1,349 per year.

Annual Leave

Annual leave entitlement is 27 working days, rising to 29 working days after 5 years' service and 33 days after 10 years' service. In addition to this, you are entitled to 8 statutory public holidays every year.

Work-life balance

We understand that balancing work and home commitments can sometimes be difficult.

Our policies offer:

- Flexible working including home working
- Paid parental leave
- Paid carer leave
- Paid bereavement leave
- Occupational sick pay scheme

Wellbeing

We recognise that your mental and physical wellbeing is important and we aim to support you in the workplace.

We have a 24-hour confidential helpline to support you and your family through any of life's issues or problems. This includes counselling, family issues, bereavement, financial wellbeing, relationship advice, legal information and more.

NHS Pension Scheme

All new employees will automatically be enrolled in the NHS Pension Scheme, or if you are an existing member your membership will continue.

Key features

- Benefits accrued on a Career Average Revalued Earnings (CARE) basis.
- Normal pension age the same as your State Pension Age.
- Pension accrual rate of 1/54th of pensionable earnings each year.
- Valuable death benefits for your dependents.
- Option to take part of your pension and continue working.

Further information on the benefits of the scheme, can be found at sppa.gov.uk.

Travel & Transport

We participate in the Cycle to Work scheme, enabling you the opportunity to buy a bike tax-free.

Those who need to travel a lot for work will be eligible for a leased car.

Right to Work in the United Kingdom

We will support those that are eligible for a certificate of sponsorship to apply for a work visa. Candidates who require a Certificate of Sponsorship can access further information on the UK Border Agency's new points based system that now governs the way individuals from outside the EEA can work in the UK at bia.homeoffice.gov.uk.

