Service Manager

£41,551 - £51,936

10 Woodcock Street, Aston, Birmingham

Working 36.5 hours per week. We have an exciting opportunity to join a multi-disciplinary public health team in the largest local authority in the country. We are looking for individuals to fill three vacant posts of Service Manager.

You will support the Strategic Service Lead to influence and deliver key policy and planning activity across Birmingham with your subject matter expertise and specialism, shaping priorities and outcomes. You will lead the development of relationships with internal and external stakeholders to deliver services and support that result in improved outcomes for citizens.

There are two variations of Service Manager vacant within the Public Health Function which reflect the requirements of the Innovation and Intelligence thematic areas. The roles are on a full-time permanent basis.

Service Manager – Innovation (one vacancy): A key focus of this role includes identifying and managing the delivery of behavioural change approaches, intelligence dissemination, innovation and evidence gathering of best practice.

Service Manager – Intelligence (two vacancies): A key focus of this role includes developing and managing the collection of data and the production of intelligence which will inform the development of policy, strategic development and strategic commissioning intentions across the Directorate.

This is an ideal opportunity for somebody who: Has high ability to work strategically in partnership, influencing and managing conflicts in order to deliver integrated priorities across the City and wider; has substantial experience of leading teams, supporting and developing staff members and actively managing performance; and can lead on embedding equal opportunities in both employment and service delivery within a large and complex organisation.

Please specify on your application, for which vacancy you are applying.

For an informal discussion regarding either role, please use the contact details below:
Service Manager – Innovation: Safina Mistry, safina.mistry@birmingham.gov.uk or Nasreen Akhtar, nasreen.akhtar@birmingham.gov.uk

Service Manager – Intelligence: Wayne Harrison, wayne.harrison@birmingham.gov.uk or Amanda Lambert, amanda.lambert@birmingham.gov.uk

Ref: A4812016J

Closing Date: 09 September 2016
Interview dates: 22 and 23 September 2016

A Disclosure and Barring Service (DBS) check will be undertaken

“Right to work in the UK documentation will be fully checked for all applicants. All non UK and non EU applicants are required to apply for a Certificate of Sponsorship from Birmingham City Council and must be approved by the UK Border Agency (UKBA) before any employment offer can be confirmed.”

“The City Council is currently consulting on potential changes to its terms and conditions (in line with its s.188 notice) which may have an impact on any contract of employment that is offered should the candidate be successful”
Our Vision

The Directorate for People aims to improve the quality of life for the people of Birmingham today, tomorrow and always. Our vision is to create a city which provides:

- A good childhood, for the best start in life.
- A great education to give the best chances for life.
- Promoting people's recovery and inclusion in the most independent life.
- Where needed, planning ahead across the life course.
- The best care and health outcomes for life.

The Public Health Function (PHF) is an integral part of this vision, responsible for developing the Council into a 'Public Health Engine' which actively promotes population good health and enables all Birmingham citizens to make healthier choices. This will be achieved through the continual championing of the health and wellbeing of all people across the city, but especially the most vulnerable.

Public Health Function: Key Principles

- Provide robust information and intelligence to inform decision-making across the Council and with external stakeholders
- Responsive to opportunities, priorities and demand
- Deliver mandated functions
- Reduce health inequalities in Birmingham
- Act consistent with the core values of the Council
- Taking responsibility willingly
- Encourage innovation
- Enable a flexible and adaptable workforce

Strategic Context

The PHF approach has been designed to respond to organisational business needs and strategic change within the Council as well as political forces outside of it improving Citizens' health and wellbeing outcomes. The PHF reflects the priorities of the Future Council Programme, Combined Authority and supports the commissioning-led approach of the Council led by the Commissioning Centre of Excellence. The PHF is designed to ensure that it can respond flexibly and adapt to these demands through both supporting and driving change, demonstrating excellence in Intelligence, NHS Support, Public Health Innovation and Council Collaboration. The PHF is at the core of improving health and wellbeing in Birmingham.

The delivery of an effective intelligence-led approach based on a set of agreed principles will require significant cultural and structural change – where the citizen is at the heart of what we do and each and every member of the Public Health workforce willingly and actively takes responsibility for their actions. The PHF will establish the basis for:

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1 In response to the proposed Combined Authority’s ambition to become a ‘Midlands Engine’
2 Council values set out in the Council business Plan 2015+
3 Intelligence, NHS Support, Innovation and Council Collaboration represent the four themes of the PHF
Leading, managing and supporting an intelligence-led approach within the Directorate for People, City Council and into wider joint/collaborative stakeholder arrangements, particularly with the NHS.

A workforce with the managerial and professional skills and capacity needed to sustain continuous improvements, respond to and drive change.

Structures, systems, processes and relationships that support excellent service delivery.

Moving towards a whole systems approach across the Council.

A workforce with the capacity, skills and knowledge to deliver effectively on NHS mandatory responsibilities.

Developing and sustaining relationships to support effective use of the PHF within and beyond the Directorate.

Building on the Localisation agenda, developing local solutions that draw on all the assets of an area and to integrate public services and build resilience in communities.

Supporting population behavioural change through a variety of approaches especially through the use of technological/digital capability.

Improving and maintaining organisational resilience, especially in business critical areas.

Ensuring that Public Health is a key component in the development of a Combined Authority in the West Midlands.

Embedding the citizen voice across all relevant activities within the PHF.

Role Context

There are four variations of Grade 6 (GR6) Manager level within the PHF which reflect the requirements of the four thematic areas. Each GR6 Manager will be required to deliver on a selection of the key responsibilities listed under the relevant themes below.

The vision, principles and strategic context highlighted above are reflected through this job description. It describes the collective responsibilities and activities required by GR6 officers to meet business need.

Role Purpose

The collective activities required by GR6 officers working flexibly across the PHF to meet business needs are outlined below under the relevant theme headings. There is also an expectation that Officers will need to work across, and with other theme areas as well as the wider Directorate, Council, NHS and stakeholder organisations.

- The role will work flexibly and adapt to business needs and priorities in a manner that supports a positive culture of change.
- To influence and deliver key policy and planning activity across Birmingham with your subject matter expertise and specialism shaping priorities and outcomes.
- To ensure that the service delivers against key Directorate, Council and NHS priorities and targets, as well as operating within cash limit / activity budgets set out in the Council’s financial plans.
- To manage and support the continual development of change within Public Health ensuring it is lean and effective making best use of resources and delivering value for money.
- To lead the development of relationships with internal and external stakeholders to deliver services and support that result in improved outcomes for citizens.
- The post holder will be required to communicate, present and provide highly complex information to a wide range of internal and external stakeholders across a range of settings.
- To develop and manage an evidence base that supports the delivery of improved outcomes through innovative practice.
- Manage training and development of Public Health Interns and Apprentices and others.
- Prepare and present reports on key Public Health activity to Elected Members and other senior stakeholders, including the Directorate Management Team and CCGs.
To manage, prioritise and allocate work based on business need.
To ensure duties related to Safeguarding are adhered to.
To deliver and advise on relevant national guidance and implementation.
Take overall responsibility for the delivery of Equality Analyses relating to service changes as required by the 2010 Equality Act.

Post(s) Context

The broad function of each Service Manager role can be understood through the following context. More specific activities are described under ‘Key Responsibilities’ below.

- **Service Manager – Council Collaboration:** The post holder will manage part of the Council Collaboration team and work with the Assistant Director to support the work of the strategic Combined Authority and Future Council. The post holder’s activities will involve management of the delivery and reporting on the range of key delegated Council functions. The post holder will be undertaking assurance and compliance duties ensuring that delegated services are safe and effective. This role will establish relationships and develop opportunities across the Council for Public Health to influence policy and strategy as well as support a variety of initiatives as required. The post holder will also mobilise community partnerships and take action to identify and solve wider health and social care issues.

- **Service Manager – Public Health Innovation:** This role focuses on a range of activities that include identifying and managing the delivery of behavioural change approaches, intelligence dissemination, innovation and evidence gathering of best practice. The post holder will manage research into identifying new insights and innovative solutions to health and wellbeing problems. The post holder will work in partnerships to test out new approaches in managing demand and reducing costs. The post holder will explore and identify funding opportunities for the testing out of preventative approaches. In addition the post holder will ensure that citizens and communities are actively engaged in shaping new approaches to addressing health problems. The post holder will work closely with commissioning colleagues across the NHS and Council in helping to identify best practice. The post holder will supervise a number of direct reports and contribute to project teams as lead or member as appropriate.

- **Service Manager – Intelligence:** The post holder will manage part of the Intelligence team. The post holder will develop and manage the collection of data and the production of intelligence which will inform the development of policy, strategic development and strategic commissioning intentions across the Directorate. The post holder will support the Service Lead in ensuring that the function is able to provide comprehensive intelligence through data gathering, analysis and research as required internally, by external partners and statutory or regulatory bodies. These activities will drive a continuous improvement and performance management culture by providing an evidence base to support decision making, evaluate effectiveness, accessibility, and quality of personal and population-based health services.

- **Service Manager – NHS Support:** This role will focus on delivering a set of agreed Public Health clinical and specialist functions. The post holder’s activities will involve working closely with the NHS and supporting CCGs. The post holder will be undertaking assurance and compliance duties ensuring that services are safe and effective as well as developed and commissioned with the result of improved health and wellbeing outcomes for citizens. The post holder will inform, educate, and empower people and organisations about health issues and effective interventions. The role will also mobilise community partnerships and take action to identify and solve health problems. The post holder will be responsible for leading teams and directly supervising a number of staff ensuring that key clinical and service specific expertise is maintained and developed ensuring high level of expertise and delivery on evidence-based best practice.

All posts will manage and be managed according to the Council’s Matrix Management principles demonstrating a flexible and adaptable working approach.
Key Responsibilities

Council Collaboration

- To manage and deliver on Public Health service plans, audits and risks embedding directorate and Council key priorities.
- To manage the delivery of performance and governance arrangements and the development and implementation of improvement programmes, in line with agreed priorities.
- Influencing national policy and managing its interpretation and application in practice across wider Council and external partners for example, licensing and planning.
- To manage and influence strategic development across partnerships within the Combined Authority and Future Council, including at a community level.
- To manage and deliver the assurance of business resilience and emergency planning in accordance with statutory regulations.
- To manage and deliver information governance and information management responsibilities across the wider Directorate and Council in line with policy.
- To support the development of collaborative approaches and activities through managing the delivery of evidenced based best practice.
- To represent Public Health at key Council meetings and corporate working groups as and when required by Assistant Director.
- To support the strategic and operational development of the Health and Wellbeing Board.
- To organise the activity required for the delivery of the Annual Report.
- To oversee Public Health responsibilities to Council Committees and other public bodies.
- Manage responses to subject access, data breaches, freedom of information and other ad-hoc information requests in line with policy and legislative requirements.
- Ensure responsibilities relating to data sharing agreements are upheld and ensure that staff training is delivered on the delegated statutory functions, for example the Data Protection Act.
- Identify and develop opportunities for collaboration across the Council and with external stakeholders.
- Manage the response, in collaboration with partners, to alcohol licensing and create a training programme for related tools.
- To manage the provision of the Public Health response to license applications and planned developments to promote health and wellbeing in Birmingham.

Public Health Innovation

- To manage workforce development by leading on the delivery of specialist Public Health training to wider healthcare professionals.
- To design and implement the training placement accreditation for Public Health Higher Specialist Training.
- To lead on addressing population behavioural change through testing, evaluating and managing proofs of concept / new initiatives.
- To support the development of commissioning priorities through managing the delivery of evidenced based best practice.
- To secure funding opportunities for testing new approaches in demand management and cost reduction.
- To build and manage strategic relationships to ensure collaborative working within the Council and with the NHS and wider partners to ensure that evidence-based approaches to investment decisions are adopted that affect population behavioural change.
- To lead and implement on programme management methodologies to manage proofs of concept and maximise opportunities within relevant activities.
- Encourage and enable innovative approaches to Health and Wellbeing with stakeholders; facilitating meaningful change.
Intelligence

- To provide, maintain and disseminate Public Health intelligence, informing business decisions across the Council and NHS.
- To support the development of commissioning activities through managing the delivery of evidenced based best practice.
- To deliver on the prioritisation functions and investment through evidence gathering including population, district and ward profiling.
- To provide robust research techniques and analytical rigour to Service Evaluation.
- Undertake and oversee highly complex statistical and epidemiological analysis of datasets, comparative statistics and trends over time
- Present complex epidemiological and statistical information to a variety of audiences which will include both those with and without an understanding of statistical techniques
- Delivery of the statutory requirement of JSNA.
- To manage regular data quality audits and propose changes or redesigns to address issues that arise.
- To provide support to deliver the Public Health Annual Report and Health and Wellbeing Plan.
- Manage as required qualitative and quantitative information and lead appropriate analysis to develop robust business cases and contribute to projects
- Manage process of rapid evidence review and critical appraisal of clinical interventions to support individual funding requests.
- To ensure that the Intelligence team maintains awareness of relevant policy environment.
- Develop and maintain relationships with the academic community and identify opportunities for collaboration.
- Delegate responsibility for dealing with requests for data from GPs using MSDi data collection tool and other Public Health data.
- To manage and track the delivery of KPIs.
- Manage delivery of Health Impact Assessments on behalf of the Directorate.

NHS Support

- Facilitate collaborative relationships between a range of partners on mandated functions including commissioners.
- To develop and manage the delivery of assurance and compliance requirements on mandated functions and outcomes.
- Facilitate collaboration with CCGs, NHS Commissioning Board and Council regarding services for children at the start of life.
- Manage the delivery of strategic support for CCGs and NHS such as Mental Health and developing their social role in reducing health inequalities.
- To lead and manage work with schools in the planning, co-ordination and delivery of health education programmes.
- To manage and provide critical appraisal of evidence to support and advise on development of clinical prioritisation policies for both populations and individuals.
- To inform strategic decision making based on evidence of effectiveness of health and healthcare interventions, programmes and services demonstrating value for money and improvement of health and wellbeing outcomes.
- To build and provide strategic links between CCGs, LCNs and Districts, amongst others, in tackling health inequalities and improving citizen outcomes.
- Influence partners to consider the role they can play in prevention measures as well as treatments.

Professional Development and Behaviours
To deputise for Assistant Director/Service Lead as required.
To maintain personal and professional development in order to meet the changing demands of the role.
To promote and maintain organisational values and behaviours at all times, leading by example.
To contribute to the team’s effectiveness by developing and sharing best practice.
To attend and actively participate in appropriate training activities both internal and external.
To encourage and support others in their learning, development and training.
To develop productive working relationships with colleagues.

Supervision Required
- Supervision Officer: Assistant Director/Service Lead (Supervision is by Matrix Management)
- Level of Supervision: Plan own work to ensure the meeting of defined objectives.

Supervision Given
- Postholder will be required as necessary to manage staff within their Team/Area

Special Conditions
- This vacancy is exempt from the Rehabilitation of Offenders Act
- A DBS check may be undertaken
- Observance of the City Council’s Equal Opportunities Policy will be required.
# Directorate for People

## Person Specification

**Job title:** Service Manager  
**Salary/Grade:** GR6  
**Reporting to:** Service Lead / Assistant Director

**Method of Assessment (M.O.A.)**  
A = Application Form; I = Interview, P = Presentation, Test = T

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<thead>
<tr>
<th>CRITERIA</th>
<th>ESSENTIAL REQUIREMENTS FOR ALL POSTS</th>
<th>M.O.A.</th>
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<tbody>
<tr>
<td><strong>Experience</strong></td>
<td>1. Demonstration of strategic awareness and the development and implementation of strategies/service changes which deliver improved outcomes for stakeholders</td>
<td>A, I &amp; P</td>
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<td>(Relevant work and other experience)</td>
<td>2. Demonstration of ability to work strategically in partnership, influencing and managing conflicts in order to deliver integrated/combined priorities/services across the City and wider.</td>
<td>A, I &amp; P</td>
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<td>3. Leading on the delivery of major change projects and programmes and implementation of innovative best practice.</td>
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<td>4. Leading on embedding equal opportunities in both employment and service delivery within a large and complex organisation.</td>
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<td>5. Substantial experience of leading teams, supporting and developing staff members and actively managing poor performance.</td>
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<td>6. Substantial experience of effectively managing resources: financial, infrastructure and/or people.</td>
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<td>7. Substantial experience of identifying and interpreting and applying relevant national policy requirements.</td>
<td>A, I &amp; P</td>
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<tr>
<td><strong>Skills and Ability</strong></td>
<td>1. Ability to prioritise competing demands on resources to deliver identified objectives/outcomes.</td>
<td>A, I &amp; P</td>
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<td>2. Effective IT skills which enable successful service delivery</td>
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<td>3. Able to multi-task and continue to function to high standards and behaviours when under pressure.</td>
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<td>4. Ability to plan and manage work to optimise resources available, ensuring timelines and budgets are met.</td>
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<td>5. Good presentational skills, able to communicate complex concepts to diverse audiences.</td>
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<td>6. Ability to identify risks, anticipate issues and create solutions and to resolve problems in relation to project or service delivery.</td>
<td>I &amp; P</td>
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<tr>
<td><strong>Values and Behaviours</strong></td>
<td>A &amp; I</td>
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<tr>
<td>1. Shows respect for diversity and values individual difference. Treats all people fairly and appropriately regardless of race, religious belief, gender, age, disability, sexual orientation, appearance or position.</td>
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<td>2. Ability to raise awareness of the benefits of diversity and build active commitment to ensure equality of opportunity</td>
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<tr>
<th><strong>Qualification &amp; Training</strong></th>
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<tr>
<td>1. Master’s in Public Health or other relevant post-graduate qualification or equivalent experience.</td>
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<td>2. Evidence of participating in continuous professional and management development.</td>
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<tr>
<td>3. PRINCE2 Practitioner or other relevant project management qualification or experience.</td>
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<th><strong>ESSENTIAL ACCORDING TO POST CONTEXT</strong></th>
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<tr>
<td><strong>Intelligence</strong></td>
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<td>1. Substantial experience of leading on the analysis and interpretation of complex data from a variety of sources, and utilising analysis to inform and influence decision-making</td>
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<td>2. Substantial experience of leading on the development and delivery of data systems and performance management frameworks to ensure service improvement and effectiveness</td>
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<td>3. Substantial experience of leading on research, analysis and presentation of epidemiology.</td>
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<th><strong>NHS Support</strong></th>
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<tr>
<td>1. Demonstrable, substantial knowledge of children’s healthcare services and priorities</td>
<td>A &amp; I</td>
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<tr>
<td>2. Substantial experience of leading, developing and monitoring PH improvement programmes and strategies</td>
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<th><strong>Council Collaboration</strong></th>
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<tr>
<td>1. Knowledge and substantial experience of Information Governance and Data Protection Act</td>
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<td>2. Knowledge and substantial experience of leading emergency planning and business continuity.</td>
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<td>4. Substantial experience and understanding of supporting the strategic and operational development</td>
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<tr>
<td>Public Health Innovation</td>
<td>of the Health and Wellbeing Board.</td>
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<td></td>
<td>1. Able to design and deliver specialist Public Health training to healthcare professionals.</td>
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<td>2. Substantial experience of securing funding to develop innovative practices</td>
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Birmingham City Council is committed to safeguarding and promoting the welfare of its citizens and expects all staff to share this commitment.

All staff are expected to understand and be committed to Equal Opportunities in employment and service delivery.