Senior Officer – Public Health  
£33,106 - £40,619  
10 Woodcock Street, Aston  
Working 36.5 hrs per week

We have four vacant posts within a multi-disciplinary public health team in the largest local authority in the country. This is a rare opportunity for highly skilled individuals to join a Public Health Function as a Senior Officer.

You will support the Service Manager to: Develop an evidence base that supports the delivery of improved outcomes through innovative practice; produce reports of key Public Health activity to present to Elected Members and other senior stakeholders; develop relationships with internal and external stakeholders to deliver services and support that result in improved outcomes for citizens; and deliver a strong service through a combination of subject matter expertise and technical skills.

There are three variations of Senior Officer vacant within the Public Health Function which reflect the requirements of the NHS Support, Innovation and Council Collaboration thematic areas. The roles are on a full-time permanent basis.

**Senior Officer – NHS Support:** This role will involve supporting the delivery of a set of agreed Public Health clinical and specialist functions and working closely with NHS and CCG partners.

**Senior Officer – Innovation:** This role will include carrying out research into identifying new insights and develop innovative solutions to health and wellbeing problems.

**Senior Officer – Council Collaboration:** This role will include influencing policy and strategy across the Council for Public Health.

This is an ideal opportunity for somebody who: Has substantial experience of leading and supporting the delivery of major change projects in complex and challenging environments; understands data security and confidentiality; has the ability to translate strategic priorities into defined plans for delivery; and has highly developed knowledge of data analysis, information gathering and research approaches and techniques.

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

For an informal discussion regarding the roles, please use the contact details below:  
Senior Officer – NHS Support: Elaine George, elaine.george@birmingham.gov.uk  
Senior Officer – Innovation: Nasreen Akhtar, nasreen.a.akhtar@birmingham.gov.uk  
Senior Officer – Council Collaboration: Kyle Stott, kyle.stott@birmingham.gov.uk

Ref: A4832016J

Closing Date: 23 September 2016

Interview Dates: 20 and 21 October 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.”

Directorate for People

Job Description

Post: Senior Officer
Division: Public Health
Salary/Grade: GR5

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 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:

- 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 5 (GR5) Senior Officer within the PHF which reflect the requirements of the four thematic areas. Each GR5 Senior Officer will be required to deliver on a selection of the key responsibilities listed under the relevant themes below.

The vision, principle and strategic context highlighted above are reflected through this job description. It describes the collective responsibilities and activities required by GR5 officers to meet business need.

**Role Purpose**

*The collective activities required by GR5 Senior 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 deliver a strong service through a combination of subject matter expertise and technical skills.
- The role will work flexibly and adapt to business needs and priorities in a manner that supports a positive culture of change.
- To deliver a service against key Directorate, Council and NHS priorities and targets.
- To play a lead support role in enabling change within Public Health, ensuring it is lean and delivers value for money.
- To develop relationships with internal and external stakeholders to deliver services and support that result in improved outcomes for citizens.
The post holder will, as required, communicate, present and provide highly complex information to a wide range of internal and external stakeholders across a range of settings.

To develop an evidence base that supports the delivery of improved outcomes through innovative practice.

Take delegated responsibility for training and development of Public Health Interns and Apprentices.

Produce reports of key Public Health activity to present to Elected Members and other senior stakeholders.

To apply knowledge of relevant national guidance and implementation when providing advice to internal and external partners.

To deliver the internship and apprenticeship programme.

To ensure duties related to Safeguarding are adhered to.

Adhere to the 2010 Equality Act by carrying out Equality Analyses to assess the impact of service change.

Post(s) Context

The broad function of each Senior Officer role can be understood through the following context. More specific activities are described under 'Key Responsibilities' below.

- **Senior Officer – Council Collaboration:** The post holder will work with the Council Collaboration Manager by playing a lead role in a team to support the work of the strategic Combined Authority and Future Council. The post holder’s activities will involve delivery and reporting on a range of key delegated Council functions. The post holder will be undertaking assurance and compliance duties as directed by the Manager. This role will undertake activities related to identified 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 play a lead role in building community partnerships and taking action to identify and solve wider health and social care issues.

- **Senior Officer – Public Health Innovation:** This role focuses on a variety of activities that include delivery of behavioural change approaches, intelligence dissemination, innovation and evidence gathering of best practice. The post holder will carry out research into identifying new insights and develop innovative solutions to health and wellbeing problems. The post holder will, as directed by the Manager, work in partnerships to test out new approaches in managing demand and reducing costs. In addition, the post holder will ensure that citizens and communities are actively engaged in shaping new approaches to address health problems. The post holder will work closely with commissioning colleagues across NHS and Council in helping identify best practice. The post holder will supervise staff and contribute to project teams as lead or member as appropriate.

- **Senior Officer – Intelligence:** The post holder will support the relevant Intelligence Manager by 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. The post holder will support the Intelligence Manager/s 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. The Intelligence function will drive a continuous improvement and performance management culture providing an evidence base to support decision making. The Senior Officer will evaluate effectiveness, accessibility, and quality of personal and population-based health services.
• **Senior Officer – NHS Support:** This role will focus on supporting the delivery of a set of agreed Public Health clinical and specialist functions predominately undertaking the activities outlined under the Clinical functions header below. 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, appropriate standards and compliance with policy and regulation. The post holder will act as a senior team member tasked with informing, educating and empowering people and organisations to tackle health issues and carry out effective interventions. The post holder will be responsible for directly supervising staff and the operational delivery of projects as required.

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

**Key Responsibilities**

**Council Collaboration**

- Support for translation of policy to practice across wider Council and external partners.
- Deliver response to Subject Access, Freedom of Information and other ad-hoc information requests.
- To support the delivery of performance and governance arrangements and the development and implementation of improvement programmes, in line with agreed priorities.
- To ensure that Council commissioning activity improves the health and environmental wellbeing of citizens in Birmingham.
- To provide support to the strategic and operational development of the Health and Wellbeing Board.
- To support the work on the Combined Authority, Devolution, Future Council and relevant areas of work.
- To support the delivery of the assurance of organisational resilience and emergency planning.
- To support the oversight of information governance and information management responsibilities across the wider Directorate and Council.
- Deliver responsibilities relating to Data Sharing Agreements.
- To deliver the activity required for the Annual Report.
- Identify and develop opportunities for collaboration across the Council and with external stakeholders.
- Deliver the response, in collaboration with partners, to alcohol licensing and create a training programme for related tools.
- Provide the Public Health response to license applications and planned developments to promote health and wellbeing in Birmingham.
Public Health Innovation

- To support the training placement accreditation for Public Health Higher Specialist Training.
- To test and validate behavioural economics interventions through active engagement with citizens.
- Communicate innovative solutions and best practice for health and wellbeing problems to stakeholders.
- To support innovation development through testing, evaluating and managing proofs of concept / new initiatives.
- To work collaboratively with strategic partners, including the NHS and Council, to ensure that evidence-based approaches are applied to investment decisions.
- Utilise project management methodologies in order to deliver proofs of concept and maximise 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.
- Maintain awareness of relevant policy environment.
- To undertake in-depth analytical investigations of the factors impacting on future social care demands, including the development and application of algorithms and different tools to enable preventative and other interventions to take place.
- Develop and implement a content management system to ensure information is properly managed and best practice is shared across the team, Directorate, the wider NHS organisation and Council.
- To undertake and deliver needs assessments, data analysis and mapping, including the production of reports as required, to enable Public Health, commissioners and others to make decisions on action and commissioning.
- To undertake regular data quality audits and propose changes or redesigns to address issues that arise.
- To assist with ensuring the integrity of the Directorate information systems and of any data files produced by the system complying with the requirements of internal/external audit.
- Oversee the maintenance of the Public Health website ensuring it is fit-for-purpose.
- Take a leading role on aspects of identifying vulnerable populations, marginalised groups and describing local health inequalities, and supporting equality and diversity analyses, including geographic analyses.
- Support CCGs in interpreting and understanding data on a variety of levels of service in both primary and secondary care.
- Support delivery of Health Impact Assessments on behalf of the Service Directorate.

NHS Support

- To support delivery on core Public Health support and advice for CCGs and NHS.
- Implement systems to improve diseases amenable to health care at scale.
- To critical appraisal of evidence to support and advise on development of clinical prioritization policies for both populations and individuals.
• Support the routine delivery of public health interventions where appropriate in the primary care setting.

• Support the development of a performance framework for monitoring the public health of children and young people.

• Support collaboration with CCGs, NHS Commissioning Board and Council regarding services for children at the start of life.

• Support plans for the City Council to receive start to life services.

• Liaise with CCGs regarding their role in reducing vulnerability in children.

Professional Development and Behaviours

• 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: Manager (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:** Senior Officer  
**Salary/Grade:** GR5

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

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<th>CRITERIA</th>
<th>ESSENTIAL REQUIREMENTS FOR ALL POSTS</th>
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| **Experience**  
(Relevant work and other experience) | 1. Substantial experience of influencing and managing relationships with wide range of stakeholders including colleagues, external partners and citizens to shape Public Health outcomes. | A & I |
| | 2. Substantial experience of leading and supporting the delivery of major change projects in complex and challenging environments. | A, I & P |
| | 3. Substantial experience of applying knowledge of relevant policy /legislation in the development and implementation of strategies for service delivery/improvement. | A, I & P |
| | 4. Substantial experience of successfully operating and managing resources in a politically sensitive environment. | A & I |
| | 5. Substantial experience of the development, maintenance, evaluation and review of systems and supporting tools to support the data requirements of a large and complex organisation. | A & I |
| | 6. An understanding of data security and confidentiality. | |
| **Skills and Ability** | 1. Demonstrable ability to communicate and engage with all stakeholders effectively to shape service development and outcomes utilising appropriate tools and techniques including media and digital technology. | I & P |
| | 2. Effective IT skills which enable successful service delivery. | I |
| | 3. Ability to translate strategic priorities/policies into defined plans for delivery. | I & P |
| | 4. Highly developed knowledge of data analysis, information gathering and/or research approaches and techniques. | A & P |
| Abilities & Behaviours | | |
|-----------------------|-----------------|
| 5. Ability to prepare and present briefing papers/reports/business cases to a variety of audiences. | I & P  |
| 6. Ability to identify risks, create solutions and to resolve problems in relation to project or service delivery. | A, I & P  |

| Values and Behaviours | | |
|-----------------------|-----------------|
| 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. | I  |
| 2. Ability to raise awareness of the benefits of diversity and build active commitment to ensure equality of opportunity | A & I  |

| Qualification & Training | | |
|--------------------------|-----------------|
| 1. Educated to degree level in relevant subject or equivalent level qualification or significant experience of working at a similar level in specialist area. | A & I  |
| 2. PRINCE2 Practitioner or other relevant project management qualification or experience. | A & I  |

| Intelligence | | |
|--------------|-----------------|
| 1. Substantial experience of proven statistical analysis such as multivariate logistic and linear techniques and interpretation of complex data from a variety of sources | A & I  |
| 2. Substantial experience and knowledge of statistical techniques and epidemiological methodologies | A & I  |
| 3. Substantial experience and knowledge of working with multiple sets of health related data/information sets. | A & I  |

| NHS Support | | |
|--------------|-----------------|
| 1. Substantial experience of effectively supporting the delivery and performance outcomes of NHS mandated services. | A & I  |
| 2. Substantial experience and knowledge of children’s health and social care services. | A & I  |

| Council Collaboration | | |
|-----------------------|-----------------|
| 1. Knowledge and substantial experience of supporting areas such as information governance, data protection, Health and Wellbeing Board. | A & I  |
| 2. Working knowledge of Information governance and data protection. | A & I  |
### Public Health Innovation

1. Demonstrable knowledge of Public Health funding environment.
2. Substantial experience of contributing towards the development of innovative approaches to Public Health.

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<td>1. Master’s in Public Health or other relevant post-graduate qualification or willing to work towards Masters in Public health</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.