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 an experienced individual to join our Public Health Function as a Primary Care Public Health Lead. The role is on a full-time, permanent basis, based in the Population Health and Care thematic area.

You will play a key role as the Directorate for People aims to improve the quality of life for the people of Birmingham today, tomorrow and always.

The role will focus on leading the Primary Care Team to establish and maintain Public Health services and programmes across the GP and Pharmacy network. The role will include working closely with the NHS and supporting CCGs, undertaking assurance and compliance duties to ensure that services are safe and effective as well as developed and commissioned with the result of improved health and wellbeing outcomes for citizens.

You 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.

This is an ideal opportunity for someone who has experience of working with or within a Primary Care organisation. Consideration will be given to full time, job share, or secondment arrangements.

Informal enquiries to Dr Dennis Wilkes Assistant Director of Public Health on 0759 509 0451

Ref: PE1172017

Closing date: 29 May 2017
Shortlisting date: 31 May 2017
Interview date: 5 June 2017

“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.”
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 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 with Council and 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
The Public Health Function approach has been designed to respond to organisational business needs and strategic change within the Council as well as external political forces in order to improve Citizens’ health and wellbeing outcomes. The Public Health Function reflects the priorities of the City Council’s Future Model and the West Midlands Combined Authority. It supports the commissioning-led approach of the Council. The Public Health Function 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 Public Health Function is at the heart 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 Public Health Function 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 Public Health Function 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 Public Health Function.

Post Context

This role of Service Manager – Public Health Primary Care 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.

1.0 Key Responsibilities

1. To oversee and implement Public Health programmes in Primary Care, including Health Checks, smoking cessation, and National Diabetes Prevention Programme.
2. To develop and manage assurance and compliance requirements of these mandated functions and other Public health programmes using MSDi’s capability.
3. To inform strategic decision making processes concerning the Public Health Programmes in Primary Care, based on evidence of effectiveness of health and healthcare interventions, that programmes and services demonstrate value for money and improvement of health and wellbeing outcomes.
4. To build and provide strategic links between CCGs, NHS Locality Commissioning Networks and Districts, amongst others, in tackling health inequalities and improving citizen outcomes.
5. Influence partners to consider the role they can play in prevention measures as well as treatments.
6. To develop and manage an evidence base that supports the delivery of improved outcomes through innovative practice.
7. 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.
8. To manage, prioritise and allocate work based on business need.
9. Take overall responsibility for the delivery of Equality Analyses relating to service changes as required by the 2010 Equality Act.
10. The role will work flexibly and adapt to business needs and priorities in a manner that supports a positive culture of change.

2.0 Professional Development and Behaviours

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

3.0 Supervision Required
1. Supervision Officer: Assistant Director (Supervision is by Matrix Management)
2. Level of Supervision: Plan own work to ensure the meeting of defined objectives.

**Supervision Given**

1. Post holder will be required as necessary to manage staff within their Team/Area

**5.0 Special Conditions**

1. This vacancy is exempt from the Rehabilitation of Offenders Act
2. A DBS check may be undertaken
3. Observance of the City Council's Equal Opportunities Policy will be required
Directorate for People

Person Specification

Post: Service Manager – Public Health Primary Care  Grade: 6
Division: People Directorate  Section: Public Health

Method of Assessment (M.O.A.) A.F. = Application Form; I = Interview;
T. = Test or Exercise; C. = Certificate; P. = Presentation.

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<tr>
<th>CRITERIA</th>
<th>ESSENTIAL</th>
<th>M.O.A.</th>
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<tr>
<td>Experience (Relevant work and other experience)</td>
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<tr>
<td>1. Substantial experience of leading effectively on the delivery and performance outcomes of services in a Primary Care setting.</td>
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<td>A, I &amp; P</td>
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<td>2. Experience of leading, developing and monitoring PH improvement programmes and strategies</td>
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<td>3. Demonstration of strategic awareness and the development and implementation of strategies/service changes which deliver improved outcomes for stakeholders</td>
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<td>4. 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>
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<td>A &amp; I</td>
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<td>5. Leading on the delivery of major change projects and programmes and implementation of innovative best practice.</td>
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<td>6. Substantial experience of leading teams, supporting and developing staff members and actively managing poor performance.</td>
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<td>7. Substantial experience of effectively managing resources: financial, infrastructure and/or people.</td>
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<td>A, I &amp; P</td>
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<td>8. Substantial experience of identifying and interpreting and applying relevant national policy requirements.</td>
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### Skills & Ability

| | 1. Ability to prioritise competing demands on resources to deliver identified objectives/outcomes. | A, I & P |
| | 2. Effective IT skills which enable successful service delivery | A & I |
| | 3. Able to multi-task and continue to function to a high standards and behaviours when under pressure. | A & I |
| | 4. Ability to plan and manage work to optimise resources available, ensuring timelines and budgets are met. | A & I |
| | 5. Good presentational skills, able to communicate complex concepts to diverse audiences. | I & P |
| | 6. Ability to identify risks, anticipate issues and create solutions and to resolve problems in relation to project or service delivery. | A & I |

### 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 and Training

| | 1. Masters in Public Health or other relevant post-graduate qualification including Public Health Practitioner, or equivalent Primary Care experience. | A |
| | 2. Evidence of participating in continuous professional and management development. | A |

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