Wellbeing in Birmingham: The Public Health Framework (PHF) is at the heart of improving health and wellbeing in Birmingham and the local community. The PHF is designed to ensure that all can respond to these demands of excellence. The PHF is developed to support the Wellbeing Agenda of Birmingham. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes, the PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continuing wellbeing outcomes. The PHF reflects the priorities of the Future Care Programme, Continu
To develop relationships with internal and external stakeholders to deliver services and support
delivers value for money.
To play a lead support role in enabling change within Public Health, ensuring it is lean and
to deliver a service against a Key Directorate, Council and NHS priorities and targets.
It will provide outline of change.
It will deliver a strong service through a combination of subject matter expertise and
Council, NHS and stakeholder organisations. that Officers will need to work across, and with other themes areas as well as the wider Directorate. The collection of business needs are outlined below under the relevant themes headings. These are also an expectation The collective skills required by G5 Senior Officers working closely with the PHF to meet

Role Purpose

need. It describes the collective responsibilities and activities required by G5 Officers to meet business

The vision, principle and strategic context highlighted above are reflected through this job description.

A selection of the key responsibilities listed under the relevant themes below:

There are four variations of Grade 5 (G5) Senior Officer within the PHF which reflect the

Role Context

Embedding the citizen voice across all relevant activities within the PHF.
- The West Midlands.
- Ensuring that Public Health is a key component in the development of a Combined Authority in
- Improving and maintaining organisational resilience, especially in business critical areas.
- Supporting population behavioural change through a variety of approaches especially through the
- Developing and sustaining relationships to support effective use of the PHF within and beyond
- A workforce with the specific skills and knowledge to deliver effectively on NHS
- Leading and managing the more complex functions in the Directorate, responsibility for their
- An understanding of the Public Health Workforce with the skills and knowledge to deliver effectively on the Council’s
- A workforce with the manageable and professional skills and competencies needed to sustain
- Significant cultural and structural change – where the citizen is at the heart of what we do and their
- The delivery of an effective intelligence-led approach based on a set of agreed principles will require
Public Health: Cross-Sectional Officer

Accessibility and quality of personal and population-based health services.

The Senior Officer will be a continuous improvement and performance management culture providing
service improvement and continuous improvement through developing and managing
internal and external relationships. The Senior Officer will be accountable for

- **Senior Officer - Intelligence** The post holder will support the senior intelligence manager by

  - **Appropriateness**
  - **Sustainability**

  The post holder will supervise staff and contribute to projects as lead or member as

  - Work closely with commissioners, colleagues across NHS and Council in helping identify best
    practice. The post holder will support staff and contribute to projects as lead or member as
  
  - An effective and efficient in responding new approaches to address health problems. The post holder
    will support staff and contribute to projects as lead or member as
  
  - And support and develop innovative approaches to health and well-being problems. The post holder will
    support staff and contribute to projects as lead or member as

- **Senior Officer - Public Health Innovation** The role focuses on a variety of activities that

  - **Community Partnerships and focusing on delivery and improving wider health and social care
    and taking action to identify and solve wider health and social care
  
  - **Community Partnerships**

- **Senior Officer - Council Collaboration** This broad function of each Senior Officer role can be understood through the following context:

  - **Post(s) Context**

  - **Change**
    - To ensure duties related to Safeguarding are addressed.
    - To deliver the new public health strategy and implementation

  - **Knowledge**
    - To apply knowledge of relevant national guidance and implementation when providing advice to

  - **Stakeholders**
    - To produce reports of key public health activity to present to senior officers.

  - **Partners**
    - To develop an evidence base that supports the delivery of improved outcomes through innovation.

  - **The post holder will be required to communicate, represent and provide highly complex information to

  - A wide range of internal and external stakeholders across a range of settings.
Provide the Public Health response to cease applications and plan developments to promote health and wellbeing in Birmingham.

Deliver the response in collaboration with partners, including local authorities, to create a framework for health and wellbeing.

To identify and develop opportunities for collaboration across the Council and with external stakeholders.

To deliver the activity required for the annual report.

To deliver responsibilities, including Service Resilience and Performance Planning.

To support the delivery of the assurance of organisational resilience and emergency planning.

To support the work on the Combined Authority, including future council areas of Board.

To provide support to strategic and operational development of the Health and Wellbeing Board.

To ensure that council commissioning activity improves the health and environmental wellbeing of citizens, including environmental programmes in line with national priorities.

To support the delivery of performance and governance arrangements and the development and implementation of policy.

To deliver collaboration or subject access, freedom of information and other ad-hoc information.

Support for the facilitation of policy to practice across wider council and external partners.

**Key Responsibilities**

Demonstrating a flexible working approach.

*All posts will manage and be managed according to the Council’s flexible working principles.*

Superb self-starter and able to deliver operational and projects as required.

Flexible approach, able to adapt to change and act as a senior team member tasked with improving and empowering people and organisations to lead and reduce health issues and carry out effective interventions. The post holder will act as a senior team leader, tasked with improving health and wellbeing outcomes for citizens, supporting commissioning with the Health and Wellbeing, and working closely with the lead partner to achieve the council’s strategic objectives.

Under the Clinical Functions header, the post holder’s activities will involve working closely with the NHS and Public Health England and Specialist Functions. The post holder will be accountable for a set of agreed objectives.
Public Health: CRS Senior Officer

Provision of health-related care for populations and individuals.

• To provide critical appraisal of evidence to support and advance on development of clinical
  • Implementation systems to improve disease amenable to health care at scale.
  • To support delivery of care Public Health support and advice for CCGs and NHS.

NHS Support

• Support delivery of health improved assessments on behalf of the service directorate.
• Support CCGs in interpreting and understanding data on a variety of levels of service in both
  • Geographic analyses,
  • Developing health inequalities, and supporting equity and diversity analyses, including
  • Taking a lead role on aspects of determining unmet need, populations, population groups, and
  • Oversees the maintenance of the public health website ensuring it is fit for purpose
  • Coordinates the system comprising the requirements of information systems and any data flows
  • To assist with ensuring the integrity of the directorate's information systems and any data flows
  • Undertakes the role of data quality and propose changes or redress to address issues that
  • decreases in action and commissioning.
  • To undertake and deliver needs assessments, data analysis and mapping, including the
  • and best practice is shared across the team, directorate, the wider NHS organisation and council.
  • To undertake in-depth analytical investigations of the factors impacting on future social care
  • To provide, maintain and disseminate Public Health intelligence, informing business decisions
  • To produce, maintain and disseminate Public Health intelligence, informing business decisions

Public Health Innovation

• Encourage and enable innovative approaches to health and wellbeing with stakeholders.
• Utilise project management methodologies in order to deliver projects of concept and manage
  • Evidence-based approaches are applied to investment decisions.
  • To work collaboratively with strategic partners, including the NHS and council, to ensure that
• New initiatives.
• To support innovation development through testing, evaluating and shaping plans to improve
  • Communicative innovative solutions and best practice for health and wellbeing problems.
• To test and validate behaviour change and policy interventions through active engagement with
  • To support the training pathway accreditation for Public Health higher specialty training.
Observance of the City Council's Equal Opportunities Policy will be required.
A DBS check may be undertaken.
This vacancy is exempt from the Rehabilitation of Offenders Act

Special Conditions

Position holder will be required as necessary to manage child(ren) within their Team/area

Supervision Given

Level of Supervision: Manager (Support is provided by Line Manager)

Supervision Required

To develop productive working relationships with colleagues.

To encourage and support others in their learning, development and training.

To attend and actively participate in appropriate training activities both internal and external.

To contribute to the Earns' effectiveness by developing and sharing best practice.

To promote and maintain organisational values and behaviours at all times, leading by example.

To maintain personal and professional development in order to meet the changing demands of the role.

Professional Development and Behaviours

Liaise with CCGS regarding their role in reducing vulnerability in children.

Support plans for the City Council to receive a share of life services.

Support collaboration with CCGS' NHS Commissioning Board and Council Regarding services for children and young people.

Support the development of a performance management framework for monitoring the public health of children setting.

Support the routine delivery of public health interventions where appropriate in the primary care setting.
<table>
<thead>
<tr>
<th>Skills and Ability</th>
<th>Experience</th>
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<tbody>
<tr>
<td>1. Demonstrable ability to communicate and engage with all stakeholders effectively to shape service and landscape</td>
<td>1. Substantial experience of influencing and managing relationships with wide range of stakeholders</td>
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<tr>
<td>2. Effective IT skills which enable successful service delivery</td>
<td>2. Substantial experience of leading and supporting the delivery of major change projects in complex environments</td>
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<tr>
<td>3. Substantial experience of applying knowledge of relevant policy and legislation in the development and implementation of strategies for service reform</td>
<td>3. Delivery of major change projects in complex and challenging environments</td>
</tr>
<tr>
<td>4. Substantial experience of successfully operating and delivering high quality services</td>
<td>4. Deliver of major change projects in complex and challenging environments</td>
</tr>
<tr>
<td>5. Substantial experience of the development and maintenance of resilient, effective and efficient systems and processes to support the delivery of the organisation's strategic and operational objectives</td>
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<tr>
<td>6. An understanding of duty of care and confidentiality</td>
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<tr>
<td>1.81</td>
<td>2. Working knowledge of Information Governance and Protection, Health and Wellbeing Board. Knowledge and substantial experience of supporting areas such as Information Governance, data.</td>
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<tr>
<td>1.81</td>
<td>1. Knowledge and substantial experience of supporting Health and Social Care services.</td>
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<tr>
<td>1.81</td>
<td>2. Substantial experience and knowledge of children's mental health services.</td>
</tr>
<tr>
<td>1.81</td>
<td>2. Delivering and performance outcomes of NHS mental health services.</td>
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<tr>
<td>1.81</td>
<td>3. Substantial experience of effectively supporting the delivery of services with multiple sites of health related data/information.</td>
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<td>1.81</td>
<td>4. Substantial experience and knowledge of working with multi-disciplinary and modelled professions in an effective manner.</td>
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<tr>
<td>1.81</td>
<td>5. Substantial experience and knowledge of statistical sources and interpretation of complex data from a variety of sources such as multivariate logistic and linear regression techniques.</td>
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<tr>
<td>1.81</td>
<td>6. Substantial experience of proven statistical analyses.</td>
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### Essential According to Post Context

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<tbody>
<tr>
<td>1.81</td>
<td>1. PRINCE2 Practitioner or other relevant project management qualification of equivalent level in specialist area.</td>
</tr>
<tr>
<td>1.81</td>
<td>2. Evidence of ability to work at a similar level in relevant subject or equivalent level in relevant subject or equivalent level in relevant subject.</td>
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### Qualification & Training

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<thead>
<tr>
<th>1.81</th>
<th>2. Opportunity to build active commitment to ensure equality of opportunity.</th>
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<tr>
<td>1.81</td>
<td>1. Ability to raise awareness of the benefits of diversity and difference.</td>
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<tr>
<td>1.81</td>
<td>2. Disability, sexual orientation, appearance of position, age, religious or cultural beliefs, gender or gender expression. Treats all people fairly and appropriately. Shows respect for diversity and values individual differences.</td>
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</table>

### Values and Behaviours

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<tr>
<th>1.8</th>
<th>6. Ability to identify, create solutions and to resolve problems in relation to proposed or service delivery.</th>
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<tr>
<td>1.8</td>
<td>5. Ability to prepare and present briefing audiences.</td>
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<td>1.8</td>
<td>4. Ability to develop, build and sustain relationships and networks.</td>
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<tr>
<td>1.8</td>
<td>3. Ability to effectively work with people as part of a team.</td>
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<td>1.8</td>
<td>2. Ability to work effectively with people from all backgrounds.</td>
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<tr>
<td>1.8</td>
<td>1. Individuals with experience in a variety of sectors.</td>
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</table>

### Council Collaboration

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<thead>
<tr>
<th>1.8</th>
<th>2. NHS Support</th>
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<tr>
<td>1.8</td>
<td>Intelligence</td>
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</table>
All staff are expected to understand and be committed to Equal Opportunities in employment and service delivery.

Birmingham City Council is committed to safeguarding and promoting the welfare of its citizens and expects all staff to share this commitment.

<table>
<thead>
<tr>
<th>Vacancy Code: A81</th>
<th>Qualifications</th>
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<tbody>
<tr>
<td></td>
<td>Master's in Public Health or equivalent post.</td>
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<td></td>
<td>Graduate qualification or willing to work towards.</td>
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<td></td>
<td>Demonstrable knowledge of Public Health funding and data protection.</td>
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<td></td>
<td>Substantial experience of contributing towards the development of innovative approaches to Public Health.</td>
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<tr>
<td></td>
<td>Environmental.</td>
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<td></td>
<td>Public Health Innovation.</td>
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