People Directorate

Job Description

Post: Officer – Public Health
Grade: GR4
Division: People Directorate
Section: Public Health

1. Job Purpose

The collective activities required by GR4 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 support Public Health activity through developing relevant 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 work in partnership across a wide range of stakeholders establishing relationships to support delivery of agreed priorities and outcomes for citizens.
- To deliver delegated activities or products in relation to the needs of CCGs the NHS, the PHF as well as the Combined Authority as identified.
- To take responsibility for work packages as part of a project team supporting the activities of the PHF.
- To collect and analyse data in order to inform Public Health activity and support performance management.
- To support the delivery of change within Public Health, showing an understanding of lean principles.
- To maintain 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.
- To contribute to reports, briefing documents and presentations as and when required by Managers.
- To support ongoing communications and engagement.
To ensure duties related to Safeguarding are adhered to.

Support work on Equality Analyses as appropriate to ensure proposed changes to service delivery adhere to the 2010 Equality Act.

2. Duties and Responsibilities

Duties

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

- **Officer - Council Collaboration**: The post holder will work with Senior Officers in supporting the work of the Future Council and Combined Authority. The post holder’s activities will involve supporting Senior Officers in the delivery of a range of key delegated Council functions. This role will support the delivery of identified opportunities across the Council for Public Health to influence policy and strategy as well as support a variety of initiatives as required. The role will involve working with a range of staff, citizens, communities and districts to support the identification of local priorities and production and implementation of local delivery plans, protocols, processes and strategies. The post holder will also support the building of community partnerships and undertake delegated activities related to solving wider health and social care issues.

- **Officer - Innovation**: This role supports Senior Officers in a variety of activities that include influencing behavioural change, intelligence dissemination, supporting innovation and evidence gathering of best practice. The post holder will support research into identifying new insights and support Senior Officers and Managers in developing innovative solutions to health problems. In addition, they will work in partnerships supporting activity to test out new approaches in managing demand and reducing costs. They will work with citizens and communities to engage them in shaping new approaches to address health problems. The post holder may supervise Support Officers and will contribute to the delivery of Public Health projects.

- **Officer - Intelligence**: The post holder will support Senior Officers in 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 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 Officer will take a role in the evaluation of effectiveness, accessibility, and quality of personal and population-based health services as required by Senior Officers.

- **Officer – NHS Support**: This role will focus on supporting the clinical and specialist elements of the PHF in the delivery of a set of agreed Public Health outcomes. The post holder’s activities will involve working closely with the NHS and supporting CCGs. They will maintain clinical and service specific expertise as required in order to ensure that service developments and improvements represent evidence-based best practice and services are delivered to a high quality standard. In addition, the post holder will maintain stakeholder relationships that support the delivery of the contracted activities and maximise its value to the Council. The post holder will contribute to the development of quality assurance
frameworks across the wider NHS and Council. The role will provide relevant specialist advice and guidance supporting key functional activities and mandated requirements. The post holder will support the operational activities of the Clinical team and may have responsibility for supervising Support Officers.

**Key Responsibilities**

**Council Collaboration**

- To contribute to continuous improvements in performance, cost and quality to ensure KPIs, key outcomes and targets are achieved in line with Council and partner priorities, statutory and community requirements.

- To support and inform the targeting of resources in areas that will achieve the greatest impact on improving citizens' health and wellbeing.

- To carry out assurance activity on the Directorate’s mandated functions e.g. Data Protection, Information Management and Governance.

- To support delivery of robust Business Resilience, Emerging Planning processes and systems and assurance.

- To provide support to the strategic and operational development of the Health and Wellbeing Board as directed by team leads.

- To support the work on the Combined Authority, Future Council, Devolution and relevant areas of work by providing specialist knowledge and expertise.

- Accept delegated activities relating to Data Sharing Agreements.

- To support the activity required for the delivery of the Annual Report.

- Support the development of opportunities for collaboration across the Council and with external stakeholders.

- Support the delivery of the response, in collaboration with partners, to alcohol licensing and create a training programme for related tools.

- Support the provision of the PH response to license applications and planned developments to promote health and wellbeing in Birmingham.

- Arrange meetings, seminars and conferences as required, including room bookings, refreshments, catering and equipment and the distribution of relevant papers within required timescales i.e. agendas and minutes.

- Take/transcribe the minutes of the various meetings attended by the Director of Public Health as required.

- Manage the generic admin/support staff to ensure that functions of the team are delivered effectively and efficiently including delegation of work.
Innovation

- To support the identification of new models and initiatives from across the spectrum of health and social care that can reduce demand and improve health and wellbeing.

- To support the development of integrated approaches to behavioural change and measure impact.

- To support the testing and evaluation of new types of approaches as part of the wider behavioural economics approach.

- To support the communication and dissemination of good practice, sharing lessons learned with partners and stakeholders.

- To support project methodology rigor to monitor progress, risks and issues.

- To support work carried out with learning and innovation partners as appropriate.

Intelligence

- To develop, implement, maintain and review systems and standards improving quality and efficiency of service delivery.

- To prepare reports summarising status on issues, appraising outcomes and providing progress reports for senior managers.

- Maintain awareness of relevant policy environment.

- To support the work on needs assessments and prioritisation planning processes.

- To deliver continuous improvements in performance, cost and quality to ensure KPIs, key outcomes and targets are achieved in line with Public Health priorities.

- To analyse service delivery to determine the effectiveness of reducing demand on NHS and Council funded/commissioned services and Identify alternative approaches as well as tackling inequalities.

- To support the development of automated intelligence.

- To understand and interpret complex written data, reports and policy documents including the ability to evaluate a range of potential options.

- To assist in the development of strategies, policies, business cases, specifications and plans that are aligned with the stated objectives of the City Council and appropriate regulatory frameworks.

- Support delivery of Health Impact Assessments
NHS Support

- To support the assessment of health needs of children, young people, schools and wider communities ensuring children are not disadvantaged through ill health or social circumstances.

- To work collaboratively with allied professionals, e.g. Health Visitors, to ensure seamless care and support for school age children at key life events such as transition in and out of educational establishments.

- Support the work of Senior Officers with schools in the planning, co-ordination and delivery of health education programmes.

- Support the implementation of systems and processes to improve diseases amenable to health care at scale.

- To support the delivery of a range of health interventions across populations i.e. immunisations.

- To support the improvement and implementation of service development through research and audits highlighting evidence based best practices.

- To support the implementation of Primary Care development with CCGs.

- To support the implementation of Public Health programmes in Primary Care, including Health Checks.

3. **Supervision Received**

3.1 **Supervising Officer Job Title**

3.2 **Level of Supervision**

1. Regularly supervised with work checked by supervisor.
   or
2. Left to work within established guidelines subject to scrutiny by supervisor.
   or
3. Plan own work to ensure the meeting of defined objectives.

4. **Supervision Given** (excludes those who are indirectly supervised i.e. through others).

May have responsibility for Support Officers (GR3)

5. **Special Conditions**

- This vacancy is exempt from the Rehabilitation of Offenders Act.
- A Disclosure and Barring Service check will be undertaken.

  Observance of the City Council’s Equal Opportunities Policy will be required.
# People Directorate

## Person Specification

**Post:** Officer – Public Health  
**Grade:** GR4  
**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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<th>CRITERIA</th>
<th>ESSENTIAL</th>
<th>M.O.A.</th>
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| **Education/Qualifications**  
NB: Full regard must be paid to overseas qualifications. | 1. PRINCE2 experience in project management, Data protection/Information Governance or supporting change management processes.  
2. Must be prepared to continue with on-going professional development within the role. | A.F. & I |

| **Experience**  
(Relevant work and other experience) | 1. Experience of working with a wide range of partners and stakeholders in supporting Public health outcomes  
2. Has experience of writing effective briefings, reports and bid submissions.  
3. Experience of supporting effective new models and initiatives, reducing demand and improving the health and wellbeing of citizens.  
4. Experience and understanding of Public Health priorities and relevant policy environment.  
5. Experience of identifying and analysing a wide range of data sets and other intelligence to inform performance, commissioning, strategy and policy development.  
6. Understanding of project management principles. | A.F. & I  
I  
I  
I  
A & I  
I |

| **Skills & Ability**  
e.g. written communication skills, dealing with the public etc. | 1. Demonstrates good interpersonal communication skills, empathy, listening and encouragement.  
2. Understands the principles of Service Development and has an understanding of service development requirements. | I  
I |
3. Understands the link between outputs and outcomes in meeting the needs of citizens.

4. Understands and, as agreed, has the ability to make use of different types of communication including social media as a means to engage excluded groups in consultation.

5. Effective IT skills.

6. Understanding of the Public health priorities for improving health and wellbeing.

Values & 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.

2. Ability to raise awareness of the benefits of diversity and build active commitment to ensure equality of opportunity.

Criteria

Desirable requirements for specific posts

Intelligence

1. Experience of identifying and analysing a wide range of data sets and other intelligence to inform performance, commissioning, strategy and policy development.

NHS Support

1. Understanding of the Public Health priorities for improving health and wellbeing of children and young people.

Council Collaboration

1. Working knowledge of Information Governance, Data Protection and the activities of the Health and Wellbeing Board

2. Working Knowledge of local and national policy environment.

Innovation

1. Able to recognise the importance of behavioural change to Public Health and apply innovative solutions.

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