

Job Description: Consultant in Public Health (Health Improvement)

CONSULTANT IN PUBLIC HEALTH

Employing organisation:	Lancashire County Council
Title:	Consultant in Public Health/Consultant in Public Health Medicine (Health Improvement) (Full Time/Part Time/Job Share)
AAC Reference number:	[TBC]
Accountable to:	The post holder will be accountable professionally and managerially to the Director of Public Health
Grade:	Local Authority Scale D1 - £ 97,330 – £106,628
Strategically responsible for:	Responsible for improving system wide population health outcomes and transforming services by acting as a systems leader to secure significant improvements in health within the County of Lancashire. To act as the key lead for health improvement programmes (tobacco, alcohol & drugs, public mental health and violence prevention) across Lancashire. To act as the liaison with Adult Social Care services.
Managerially responsibility:	Responsible for the budget of externally commissioned public health services and line management of aligned staff.

1. Appointment

This is a full-time post for a Consultant in Public Health/Consultant in Public Health Medicine employed by Lancashire County Council based at County Hall, Fishergate, Preston, Lancashire, PR1 8XJ. The postholder is a GMC/UKPHR registered public health professional improving the health and wellbeing of population served by the County Council. The Job Description and Person Specification are set out in accordance with the requirements of the Faculty of Public Health.

2. Job summary

The post holder will achieve improvements in population health by applying the highest level of expert skill in the assessment of need, in setting out existing and innovative methods and approaches that will improve tobacco, drugs and alcohol, public mental health related outcomes across Lancashire.

The post holder will be responsible for instigating developing and delivering demonstrable improvement in population health outcomes and will be a key resource for health improvement programmes (tobacco, alcohol & drugs, public mental health and violence prevention) in Lancashire. This will include supporting the Director of Public Health with the implementation of the national 10-year health plan ambitions.

3. Strategic objectives

3.1 The post holder will be accountable for:

- a. On behalf of the local authority, the postholder working with the DPH and other consultant colleagues will lead on improving the health and wellbeing of the residents which is underpinned

by the statutory duty placed on local government to take such steps as it considers appropriate to improve health of its residents.

- b. The postholder will take responsibility for a strategic objective of the local authority and the Health & Wellbeing Board and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks.
- c. The postholder will be expected to work across organisations, be able to influence budgets held by those organisations as well as advocate for change effectively. They will hold direct managerial responsibility for services and budgets which directly contribute to these objectives but they will usually also have substantially greater strategic system leadership responsibilities across the council and other agencies.

3.2 The post holder's strategic objectives will include a range of responsibilities including:

- a. The role will lead the key elements of population healthcare advice to NHS as their principal public health consultant contact for their portfolio. It will also involve influencing private sector, voluntary sector and community sector organisations that can impact on health and influencing the attitudes and behaviour both of professionals and of the population generally.
- b. Providing expert public health advice regarding Health Care Public Health including leading the improvement of health and social care outcomes across all ages.
- c. On behalf of the authority to take responsibility for ensuring delivery of the tobacco, alcohol & drugs and public mental health such that the full range of benefits are delivered to residents of the authority. This will include taking responsibility for the relevant outcome indicators within the Public Health, NHS (and Social Care) Outcome frameworks.

3.3 In delivering the strategic objectives the postholder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders including politicians. In addition to any direct responsibility for managing staff or budgets, he/she will be responsible for change and improvement in the agreed areas of work and for supporting the delivery of the statutory duty of the Council to take the steps it considers necessary to improve the health of its communities.

Professional Status of Consultants

Public health consultants work as system leaders at strategic or senior management level or at a senior level of expertise such as epidemiology or health protection. The combination of leadership and managerial skills together with high level of technical skills and knowledge gives them a unique skill set essential for improving the health and wellbeing of populations.

They must be qualified as a public health specialist and be on the GMC, GDC or UKPHR specialist register.

Consultants have the same professional status irrespective of local line management arrangements and have experience in various areas of public health practice.

4. The employing organisation and other organisations within the scope of the work

Lancashire County Council is the employing organisation. The post will have close links with a wide range of other local organisations in particular:

- Lancashire & South Cumbria Integrated Care Board
- Lancashire & South Cumbria Integrated Care Partnership
- 5 NHS Trusts

- 12 district councils
- 28 Primary Care Networks

5. Public health arrangements

Current staffing of the department or directorate of public health:

Organisational structure of the public health team is provided in Appendix 1.

The Public Health grant allocation in 2025/26 is £81.6m

Resources:

The postholder working with the DPH will be expected to make best use of both public health department resources as well as influence the resources in the Council as a whole. Postholder will be responsible for managing health improvement programmes (tobacco, alcohol & drugs, public mental health and violence prevention) related staff and service budgets.

Training and CPD arrangements

Lancashire Public Health is an approved training location for the training of public health specialists (Foundation Programme, SHOs, Specialty Registrars in Public Health) and currently hosts 5 StRs. It is expected that the postholder will be encouraged to participate in developing the training location and act as an educational supervisor.

6. Strategic responsibility and key tasks

6.1 In delivering the strategic responsibility, the post holder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 2) and where required, take responsibility for resolving operational issues.

6.2 In negotiation with the DPH (and/or the Council), the post holder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. Post holders will be expected to maintain both the general expertise as well as develop topic-based expertise as required by the DPH and will be expected to deputise for the DPH as and when required.

6.3 The post holder is expected to:

- Take responsibility for a range of public health issues and work across organisational and professional boundaries acting as a change agent managing complexity to deliver improvements in health and wellbeing.
- Provide briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, ICB, the 3rd sector, the public and partners. Where required to so, the post holder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.
- Take responsibility for development, implementation and delivery of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications. The post holder will be expected to contribute appropriately to the procurement process.
- Provide expert public health support and whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, within and across a range of organisations including voluntary, public and private sector. This includes the health service component of the mandated core service. This will include expertise in evaluation and development of appropriate KPIs.

- e. Utilise (and if appropriate developing) information and intelligence systems to underpin public health action across disciplines and organisations. This may include providing leadership for collation and interpretation of relevant data including production of the JSNA. Working with the DPH, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations.
- f. Support the DPH in the development and implementation of robust strategies for improving the health and wellbeing of local communities including ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements. This may include taking responsibility for the judicious use of the ring fenced public health grant and/or working with ICB, Trusts, the contractor professions and PHE.
- g. Provide the key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information. The post holder will be expected to take part in relevant research networks and to influence research programmes of such networks so that the research needs of the local authority are taken into account.
- h. Taking responsibility for the training obligations of the directorate, including becoming a Faculty of Public Health approved Educational Supervisor and promoting Lancashire County Council as a high quality training placement in order to attract additional resources to the Council (at no cost) in the form of placements for Specialty Registrars on the North West Deanery Public Health training Programme for Consultants in Public Health. These duties will be agreed jointly with the relevant Head of the School of Public Health.
- i. Lead and undertake health needs and assets focussed population assessments as required to enable actions to be taken to improve the health of the local population.
- j. Develop and implement prioritisation techniques and economic evaluation methods and manage their application to policies and services to help resolve issues such as the investment disinvestment debate.
- k. Effectively communicate complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
- l. Understand evaluation frameworks and apply those frameworks to the benefit of local communities.
- m. Apply the scientific body of knowledge on public health to the policies and services necessary to improve health to formulate clear practical evidence-based recommendations
- n. Understand human and organisational behaviour and apply this knowledge to the achievement of change.
- o. Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform.

7. Management arrangements and responsibilities

7.1 The post will report and be accountable to the Director of Public Health in Lancashire.

7.2 There will be arrangements for a professional appraisal to be undertaken each year. An initial job plan will be agreed with the successful candidate upon that individual taking up the post. This job plan will be reviewed as part of the annual job planning process.

7.3 Will be responsible for the day-to-day management of staff in the core public health team with some matrix working with staff in other parts of the Council and Integrated Care Board. Line management duties will include recruitment, appraisals, disciplinary and grievance responsibilities.

7.4 Will be expected to manage budgets covering areas of responsibility.

7.5 Will be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements.

7.6 Will be expected to deputise for the Director of Public Health and Wellbeing as required.

7.7 Will provide educational supervision and training of Public Health Specialty Registrars and Foundation Year Public Health Trainees.

8. Professional obligations

These include:

8.1 Participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which s/he is responsible

8.2 Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and LAs management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality

8.3 Undertake an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate. In agreement with the DPH, contribute to the wider the public health professional system by becoming an appraiser for a specified period of time.

8.4 In agreement with the DPH contribute as an appraiser to the professional appraisal system

8.5 Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UKPHR requirements

8.6 Contribute to medical professional leadership within the health system (where appropriate).

8.7 It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.

8.8 Public health practice must be carried out within the ethical framework of the health professions.

8.9 The postholder will be expected to maintain effective, courageous, and responsible public health advocacy.

These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

9. Work programme

It is envisaged that the post holder will work 10 programmed activities over 5 working days. Half a day or one session is considered one programmed activity / 1 PA. Following appointment there will be a meeting at no later than three months with the DPH to review and revise the job plan and objectives of the post holder. The postholder is expected to maintain CPD, appraisal, revalidation, teaching, training, quality improvement including clinical governance, etc. A formal job plan will be agreed between the post holder and the DPH three months after commencing the post and at least annually thereafter.

10. On-call and cover arrangements

It is envisaged that the post holder will participate in the corporate out of ours on-call rota for emergency planning and response arrangements for Lancashire County council as a Cat 1 responder (including participation in Scientific Technical Advisory Committee or other rotas depending on local arrangements). Suitable training will be provided for those who need it in discussion with the UK Health Security Agency.

11. Wellbeing

The post holder will have access to:

- Confidential wellbeing conversations with our internal Wellbeing Team, offering a safe and supportive space to talk through any concerns.
- Access to our Employee Assistance Programme (EAP), which provides 24/7 confidential advice, emotional support, and counselling.
- Managerial support, should you wish to discuss adjustments to your workload or working arrangements during this period
- Peer or colleague support, if having someone to talk with informally would be helpful.
- Formal Occupational Health support as required

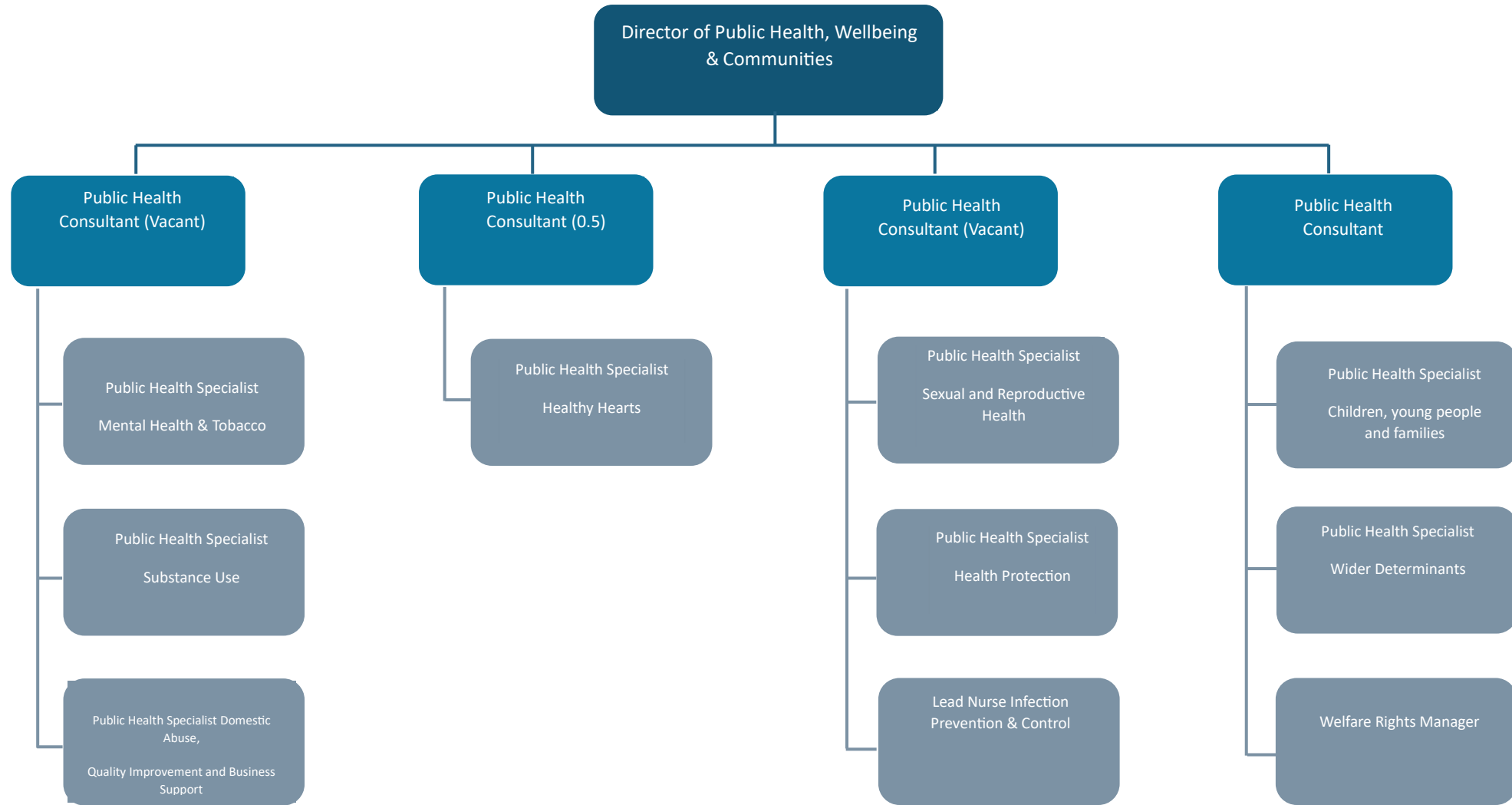
Your wellbeing matters, and we are here to support you in whatever way feels right for you.

12. Personal qualities

The strategic objective of the post is to improve system wide population health outcomes and transforming services by acting as a systems leader to secure significant improvements in health within the County of Lancashire. They will be the key lead for health improvement programmes (tobacco, alcohol & drugs, public mental health and violence prevention) across Lancashire. They will also act as the liaison with Adult Social Care services.

The post-holder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance system and organizational cultures. It is expected that the post-holder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required. The post holder will advise the health and wellbeing board and make recommendations regarding services, residents' care and wider determinants of health and therefore a high level of tact, diplomacy and leadership is required including the ability work within the local political system and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes. The achievement of public health outcomes and the successful pursuit of change are the purpose of the job and the metric against which performance will be assessed.

Appendix 1. Public Health, Wellbeing and Communities Structure Chart



Appendix 2: FACULTY OF PUBLIC HEALTH COMPETENCIES

(Based on the 2022 Public Health Specialty Training Curriculum)

All consultants irrespective of their background are expected to be proficient in the competencies set out below.

Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence can be communicated clearly and inform action planning to improve population health outcomes.

Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations

To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.

Policy and strategy development and implementation

To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

Strategic leadership and collaborative working for health

To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.

Health improvement, determinants of health and health communications

To influence and act on the broad determinants, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

Health protection

To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response. To understand how those risks associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

Health and care public health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness, sustainability and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

Academic public health

To add an academic perspective to all public health work undertaken. Specifically to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.

Professional, personal and ethical development

To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify

behaviour and to practise within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.

Integration and application of competencies for consultant practice

To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.

PERSON SPECIFICATION

CONSULTANT IN PUBLIC HEALTH /CONSULTANT IN PUBLIC HEALTH MEDICINE

IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005. Further amended in June 2015, and September 2018		
Education/Qualifications	Essential	Desirable
The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk) In line with legislation, inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists at the point of application.	X	
<i>If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health practice</i>	X	
Any public health speciality registrar applicants who are currently on the UK public health training programme and not yet on either the GMC, GDC or UKPHR specialist register must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview Applicants going through the portfolio registration routes (GMC or UKPHR) are not eligible to be shortlisted for interview until they are included on the register. The six-month rule does not apply to these portfolio route applicants.	X	
If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT) or be within six months of award of CCT by date of interview. If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT <i>[see shortlisting notes below]</i>	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment, or equivalent	X	
Masters in Public Health or equivalent		X
Personal qualities		
Able to influence senior members including directors and CEOs	X	
Able to both lead teams and to able to contribute effectively to teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	
Experience		
Delivery of successful change management programmes across organizational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	
Skills		
Strategic thinker with proven leadership skills and operational nous	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	X	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	X	
Ability to design, develop, interpret and implement strategies and policies	X	
Knowledge		
In-depth understanding of health and care system and relationships with both local & national government	X	
In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice	X	

SHORTLISTING NOTES

Applicants in training grades

Medical and dental applicants

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC) **or be eligible for registration within six months of interview.** Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained must ALSO be a holder of a Certificate of Completion of Training (CCT) **or be within six months of award of CCT** by date of interview demonstrated by a letter from their Training Programme Director (TPD).

Non-Medical Applicants in training programme

All non-medical applicants must be registered with the UKPHR or be within six months of registration at the date of the interview. Applicants must provide proof (letter of confirmation from their TPD or the CCT) at interview.

Applicants in non-training grades

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT.

Applicants from a medical background will be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route.

Applicants from a background other than medicine are expected to have gained full specialist registration with the UKPHR at the point of application.

Employers are advised that individuals should not take up consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers. The exception to this is when the candidate holds the CCT.

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.

GENERAL CONDITIONS

Indemnity

As the post-holder will only be indemnified for duties undertaken on behalf of Lancashire County council the post-holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of the Lancashire County council and for private activity within Lancashire County council. For on call duties provided to other organisations as part of cross cover out of hours arrangements the Lancashire County council has confirmed that those organisations will provide indemnity for the post-holder.

Flexibility

The post-holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

Confidentiality

A consultant has an obligation not to disclose (other than in accordance with UKPHR/GMC guidelines) any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

Public Interest Disclosure

Should a consultant have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she has a duty of candour and should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

Data protection

If required to do so, the post-holder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The post-holder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the General Data Protection Regulation (GDPR).

Health and safety

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

Smoking policy (amend as appropriate)

The employing organisation has a policy that smoking or vaping is not allowed in the workplace.

Equal opportunities policy

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place, and it is for each employee to contribute to its success.