

Director of Public Health and Wellbeing

Service	Reporting to	Location	Grade
Public Health	Chief Executive	Swinton Civic Campus / Hybrid	Statutory Officer Pay Band B £109,483 - £122,620

About the role

Salford is accelerating its ambitions on prevention, inequalities and civic impact, aligned to the Greater Manchester Integrated Care system and the new Civic University Agreement (CUA) with the University of Salford. The Director of Public Health (DPH) will operate as a visible corporate chief officer with explicit system assurance responsibilities across partners.

- The DPH is the statutory and system assurance lead for population health and holds city-wide assurance for public health outcomes and inequalities: having authority to set and publish minimum assurance standards for population health outcomes, health protection preparedness, and mandated services across Council and partners, with explicit right of escalation to the Chief Executive and Health and Wellbeing Board if standards are not met.
- Across Salford's health system lead and advise on all matters relating to public health and population health with direct reporting line to the City Councils Chief Executive with accountability to the GM NHS Salford Place Based Lead.
- Leads assurance and governance to the City Council commissioning peer reviews where required leading public reporting on findings.
- Acts as the statutory chief officer for Public Health and be the principal adviser on all health matters to elected members, Corporate Management Team, the Integrated Care Partnership Committee, and the Health and Wellbeing Board, with a leadership role spanning all three domains of public health: health improvement, health protection and healthcare public health.
- Provides system leadership and direction for Partners in Salford to improve and protect the health, reduce inequalities and transform the health and wellbeing of the population of Salford and within the Greater Manchester City Region bringing together partners to drive system change.
- Is accountable for all statutory responsibilities delegated to the authority as outlined in the relevant sections of the NHS Act 2006 as inserted by the Health and Social Care Act 2012 as below:
 - all of their local authorities' duties to take steps to improve the health of people in its area;
 - any of the Secretary of State's public health protection or health improvement functions that s/he delegates to local authorities, either by arrangement or under regulations – these include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act;

- exercising their local authorities' functions in planning for, and responding to, emergencies that present a risk to public health;
- their local authorities' role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders; and
- such other public health functions as the Secretary of State specifies in regulations;
- their local authority's public health response as a responsible authority under the Licensing Act 2003, such as making representations about licensing applications;
- if the local authority provides or commissions a maternity or child health clinic, the DPH has responsibility for providing Healthy Start vitamins; and
- must have a place on their local health and wellbeing board.
- Leads the health and wellbeing board, advising on and contributing to the development of the joint strategic strengths and needs assessment and the joint health and wellbeing strategy (Locality Plan), and commission appropriate services accordingly.
- Develops and maintains effective working relationships with all relevant partners at City, sub-regional, regional and national level and play a pivotal role in influencing the Greater Manchester system on Public Health issues.
- The DPH is empowered to commission independent peer reviews where material risk is identified reporting on findings and actions and acting as a system lead to effect any change as a result.
- Leads a Public Health function that supports continuous improvement through various mechanisms including but not limited to system audits, leading on public interfaces and input into regulatory frameworks across social care, embodying a culture of continued professional development with research and innovation driving systemic and lasting change.
- Leads Salford CQC population health contribution & inspection interface: setting requirements for evidence, data quality, learning, and communication.
- Is responsible for and plays a key role in ensuring that Public Health strategies and outcomes are at the fore of the organisations transformation programmes with appropriate governance developed to understand impact on driving down public health inequalities.

Key outcomes

- As a system leader you will lead on improving health and wellbeing and reducing health inequalities.
- You will provide specialist support, advice and influence across the health system to achieve our shared priorities and improve health and care outcomes, whilst also ensuring that public health is integrated across all council priorities and services in line with Salford's Locality Plan.
- Strategically lead on improving the health and wellbeing of our residents which is underpinned by statutory duties placed on local government to take such steps as our Council considers appropriate to improve health of its residents.
- On behalf of the authority take responsibility for ensuring delivery of the public health mandated services such that the full range of benefits are delivered to residents of the

authority. These services include; sexual health services, NHS Health Check, specialist public health support to the NHS. This will include taking responsibility for the relevant outcome indicators and working across organisational boundaries.

- Ensure development and maintenance of systems and processes to enable the authority to work with partners to respond to major incidents including health protection threats. As the statutory DPH, you will lead on those aspects that the Secretary of State delegates to the authority.
- Responsible for delivering a quarterly Public Population Health Accountability Report: publishing a dashboard and narrative (health outcomes, inequalities, performance on mandated services, and partner contributions), tabled at Health and Wellbeing Board and Cabinet Briefing, sharing accountability with system partners to deliver sustainable incremental change for the residents of Salford.
- To strategically influence and act on the broad determinants and behaviours influencing health at a system, community and individual level. This will include transforming and redesigning population health programmes to enhance health and wellbeing outcomes for the City's residents.
- Provides visible, strategic leadership for Public Health, which embodies the City Council's Leadership Framework, and develops a culture that promotes innovation and creativity in service transformation and delivery.
- Improve the efficiency, effectiveness, safety, reliability, responsiveness and equity of Council and NHS health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.
- Develop and implement a joint workforce strategy with University of Salford and ICS for public health, health improvement, and Adult Social Care interfaces: placements, apprenticeships, rotational posts, advanced practice, and CPD pathways designed around Salford's needs (linking to the Civic University Agreement's "Economic growth and skills" theme).
- Lead system workforce development across Public Health and system partners, with targeted talent schemes to diversify the Public Health workforce tracking and reporting on impact in the quarterly public reporting mechanisms. Contributing to the Salford becoming a learning organisation and leading innovation and research and development.

What we need from you

- To model and demonstrate our values and leadership behaviours, creating a shared purpose and positive permission culture that enables people to thrive through development, involvement and well-being.
- Professional credibility and capability through proven experience, expert and specialist knowledge across all domains of population health and wellbeing.
- Able to use robust evidence and population health insight to inform strategic decision-making across a wide range of directorates, and wider system partners ensuring that actions taken reduce health inequalities and positively influence the wider determinants of health.

- Ability to shape, pursue actively, and evaluate your own personal and professional development, to practise within the framework of the GMC's Good Medical Practice and the UKPHR's Code of Conduct.
- Taking a 'whole system' approach, looking for every opportunity to solve problems, tackling complex issues and making recommendations regarding services, resident's care and wider determinants of health.
- Skilled communicator who communicates with clarity, conviction and enthusiasm and is able to demonstrate integrity, create rapport and build trust and confidence.
- Understanding of the bigger picture and broader context and is able to translate to a local setting.
- Having a high level of intellectual rigour, political awareness, negotiation, motivation skills and flexibility.
- Working to high standards setting challenging goals that are focused on outcomes, not activities; not accepting mediocrity.
- Being open to learning and sharing your knowledge and skills with others; providing coaching and support to others to help them achieve their objectives and potential.
- Ability to translate complex ideas and information into meaningful and 'user friendly' information; 'tells the story' to bring people along and ensure all audiences understand the key messages.

Our leadership behaviours

Our leadership behaviours are aligned to our values:

- **Leading Self** – making sure we are role modelling our values and invested in our own development, demonstrating integrity and authenticity.
- **Leading People** – where we create high performing teams, and a culture that is inclusive, open and where everyone has a voice.
- **Leading Salford** – setting the vision and purpose, and connection to the city, empowering others around you to ensure residents are at the heart of what we do.

Leading Self, through our values you will:

- Be confident in your ability to lead and making decisions, even in uncomfortable situations.
- Have self-control and self-respect, priding yourself on how you behave and stay calm under pressure.
- Take a selfless approach in the role you play as a leader and ambassador, serving the people of Salford.
- Pride yourself on being honest and showing integrity.

- Lead with passion and energy to motivate everyone around you.
- Be motivated and driven to overcome any limitations you may face.
- Be self-reflective and be your authentic self.
- Stay curious and always want to learn.
- Be empathetic and reflect and be conscious of your own biases and respect other people's perspective, building strong relationships, understanding how your own behaviours impact on others.
- Be flexible in your approach, build a trusting relationship with teams by getting to know them.
- Communicate effectively, and listen to understand.
- Coach and empower teams to find solutions, using a strength-based approach.
- Take accountability to ensure decisions are made impartially and fairly within the organisation.
- Prioritise key pieces of work that will have the most impact.
- Make yourself visible and approachable and personable.
- Be responsible for your own wellbeing, and an advocate for work-life balance.

Leading People, through our values you will:

- Lead by example and champion personal and professional development.
- Celebrate hard work and successes.
- Be ambitious and motivated, engaging with people in a positive and enthusiastic way, creating meaningful relationships.
- Work with other services and partners to deliver the best outcomes for our residents, bringing the 'Spirit of Salford' to life.
- Inspire people and share a clear vision and purpose that connects with people.
- Create an inclusive environment where everyone feels they belong, are treated fairly and have a voice.
- Manage performance fairly by focusing on results and outcomes, by setting clear direction and clarity.
- Be honest, even when it means challenging and having difficult conversations, and approach these with compassion and understanding, managing people's expectations

- Listen to people's views and bring them on the journey. Co production is just 'how we do things.'
- Take ownership, trying to get it right first time or learn from my mistakes.
- Get to know #TeamSalford and bring them together regularly.

Leading Salford, through our values you will:

- Take pride in delivering our service outcomes for the people of Salford, putting residents' needs before your own interest.
- Act and take decisions in an open and transparent manner. Not withholding information unless there is a lawful reason too.
- Think creatively and innovatively about our service and the future, promoting digital solutions.
- Look for opportunities to save money and generate income.
- Embrace a positive mindset when it comes to challenges and when communicating.
- Care about making a difference and see change as a positive for your organisation, encouraging people to generate new ideas.
- Encourage diversity and inclusion to represent the needs of our city.
- Understand our political context and how this supports our teams, services, and delivery for our residents.
- Believe in collaborating with colleagues and partners, working together across the organisation and the city.
- Horizon scan for risk and opportunities, embracing change and transformation, looking at the bigger picture and strategic vision.
- Think strategically about our service and business plans, managing resources and budget as if it were my own money.
- Use an evidence-based approach when problem solving to make decisions based on data and insight available.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.