Public Health Principal: Primary Care

JE Code: JE1580



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| **Values – We are dedicated, respectful, collaborative, we are Milton Keynes Council** |
| **Service:** | Public Health (a shared service working across Bedford Borough, Central Bedfordshire and Milton Keynes) |
| **Reports to:** | Deputy Director of Public Health |
| **Job Family:** | Professional and Technical |
| **Grade:** | J |
| **Political restricted:** | N |
| **Date:** | February 2023 |

**Key Deliverables**

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| **1.** | To develop and influence strategic approaches to primary and secondary prevention in primary care services (GP, community pharmacy, dental and ophthalmology), working closely with the ICB.  |
| **2.** | To provide strategic leadership and oversight of relevant Public Health commissioned services, including responsibility for the associated budgets. This includes commissioning of NHS Health Checks, co-ordination of the Pharmaceutical Needs Assessment, and overseeing commissioning of dental epidemiology surveys. |
| **3.** | To influence targeted work with Primary Care Networks (PCNs) to address health inequalities for example for those living in areas of higher deprivation, in groups that have poorer health outcomes, or that experience challenges in accessing primary care and preventative services. |
| **4.** | To maximise the effectiveness of the NHS Health Check programme, developing the delivery model to increase uptake (focussing on high risk groups and areas of deprivation), and increasing subsequent referrals into, and uptake of, preventative services. |
| **5.** | To provide line management of staff within the public health primary care team. |

*Within reason these key deliverables may evolve to meet service need and it is expected that you will be flexible and adaptable in your delivery to meet both service and council wide needs*

**Essential Requirements (key skills & qualifications)**

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| **1.** | Educated to degree level in public health or relevant discipline (or relevant equivalent experience.) |
| **2.** | Experience of working at a senior level within complex health and care systems or settings, informing policy and strategy development, and implementing or applying national or regional policy at a local level. |
| **3.**  | Excellent communication skills, with the ability to influence at a senior level within and across organisations. |
| **4.**  | Strong analytical skills and the ability to apply data and insights and an evidence-based approach to identifying priorities and solutions. |
| **5.**  | An in-depth understanding of public health, primary care and ICB priorities (including recent and upcoming changes to ICB delegated services) as well as the political and strategic context of the role. |



Job Family

Professional/Technical

Grade J

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| **Colleagues expectations*** Be professional at all times
* Work together for the good of the team, council and local people
* Promote a supportive culture
* Challenge assumptions
* Take ownership
* Be willing to change and do things differently
* Always work in a safe manner
 | **Managers expectations*** Be a role model by displaying positive behaviours at all times
* Make well-considered decisions
* Support, coach and communicate with my team
* Be accountable for my team’s performance
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Professional/Technical job holders rely upon their deep knowledge of the specialism or discipline in which they work to carry out vital tasks and provide authoritative advice to others. Often developing within recognised career paths, their evolving expertise sees them bear increasing responsibility for managing Council assets, the development of policies and procedures and the strategic direction of the functions they support.

### Role characteristics

At this level job holders usually report to a Head of Service and are responsible for the development and implementation of strategy relating to a whole function within that Service. Posts carry significant responsibilities for finance and a range of other non-financial assets and job holders will make autonomous decisions and lead the management of change throughout their functional area.

### The knowledge and skills required

The advanced theoretical knowledge required to make appropriate judgements and decisions at this level is augmented by ongoing professional development and awareness of external legislative and societal change. Also, by a deeper understanding of the Council operational structures which both support and depend upon the job holder’s actions and advice. Roles will be professional experts, providing guidance to those in earlier career stages.

### Thinking, planning and communication

Job holders will use their professional expertise to deal with complex, pressing issues on a day to day basis, but will also look well ahead and take a more strategic view of their project and service delivery objectives, shaping their teams’ composition, approach and operating procedures in accordance with wider service goals mandated by Service management.

The information exchanged at this level will be routinely complex and even contentious in nature. Job holders will, however, have additional demands placed upon them by the need to persuade others to adopt courses of action they may not otherwise wish to take, based on evidence-based and reasoned argument. This will occur in written interactions but can also be the case in face-to-face verbal exchanges where job holders will advocate a position in response to opposing opinion in a formal or informal setting.

**Decision making and innovation**

The limitations to job holders’ decision making will be only the broad policy and practice guidelines that exist at both a corporate and even national/professional level. At this level of autonomy, job holders will be the final arbiter of many escalated technical and professional disputes and problems. They will probably report to a Head of Service and will devise and implement strategic plans in relation to their specific functional area.

### Areas of responsibility

With a diverse range of jobs being represented at this level, the precise blend of responsibilities for which the job holder is accountable will depend upon the service in which they operate.

External facing roles will focus on the needs of people, whether external service users or partners and will be responsible for critical day to day decisions with legal and reputational dimensions. Job holders will make a major contribution to the development of policy and functional procedures. Job holders will also lead the implementation of appropriate programmes on behalf of large groups of people.

Such roles are likely to have at least two other elevated levels of responsibility for such elements as finance (substantial budget management), information assets (statutory corporate databases and council-wide applications) or premises (of very high value and operational importance).

Internal facing roles are likely to have this pattern reversed, with the weightiest responsibility for very high value or significant financial and non-financial assets including policy development, but somewhat less accountability for the assessment of group needs. Roles will have full line management responsibility over a number of teams with differing functional specialties and employee profiles.

### Impacts and demands

Tasks and duties will be generally carried out in a sedentary position but there will always be a requirement for standing and walking from time to time, and the occasional need to lift or carry items.

The combination of both tactical and strategic matters that job holders deal with means that roles are inherently very complex, demanding of particularly lengthy periods of concentrated mental attention while also managing very high levels of work.

Duties of jobs at this level will not require job holders to develop and maintain working relationships with people who, through their circumstances or behaviour, place particular emotional demands on the job holder.

Many Professional / Technical job holders find themselves exposed to some disagreeable, unpleasant or hazardous working conditions. Particularly when the needs of their specialism require them to work on external sites exposed to the weather, in or around refuse and waste plant, close to particularly noisy machinery and in similar environments.

Other jobs, such as enforcement roles, may also see job holders exposed to verbal abuse and threatening environments. In all cases, job holders will minimise risk and conform to health and safety regulations to mitigate any negative effects of such exposure.