Role profile

**Public Health Principal – Public Mental Health and Healthy Ageing**

**Our values:**

**We are dedicated, respectful, collaborative. We are Milton Keynes City Council.**

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| **Service** | Public Health |
| **Reports to** | Head of Public Health Programmes |
| **Job family** | Professional and Technical |
| **Grade**  | I |
| **Political restricted?** | N |
| **DBS required?** | N  |
| **Date**  | July 2025 |
| **JE Code** | JE2161 |

Key deliverables

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| **1** | Lead the strategic development and implementation of public health programmes for public mental health and healthy ageing that will improve outcomes for the growing and ageing population of Bedford Borough, Central Bedfordshire, and Milton Keynes.  |
| **2** | Work with and influence the work of partners across the Integrated Care System (ICS) to deliver on priorities identified in relevant national and local strategies; using data, insights and evidence to ensure that interventions are targeted at those at higher risk of poor mental health or need more support to age well.  |
| **3** | Responsible for key areas of public mental health work including suicide prevention, prevention and early intervention, and reducing stigma; working with health, social care and voluntary sector partners to address social isolation, as well as support for carers and for dementia.  |
| **4** | Influencing local priorities to promote healthy ageing such as physical activity, falls prevention, addressing digital isolation, and ensuring that services that support health behaviours are accessible to older adults.  |
| **5** | Manage the public mental health budget, ensuring that interventions are based on evidence and deliver value for money; advocating for aligning resources to prevention, early intervention, and recovery in a financially challenged system. |
| **6** | Line manage the Public Health Practitioner – Public Mental Health, agree and monitor their work plans, and support their professional development to ensure effective delivery of public mental health and healthy ageing initiatives, and support wider public health programmes as necessary. |

*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 city council wide needs*

**Essential requirements** Key skills, expertise, and qualifications

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| **1** | Educated to Masters degree level; or relevant professional qualification; or equivalent demonstrable experience in public health or related field.  |
| **2** | Proven track record of developing the strategic vision and demonstrating positive impact in complex work areas; a good understanding of current public mental health and healthy ageing policies and priorities. |
| **3** | Demonstrable ability in collating, analysing and presenting data to produce intelligence that informs decision making, planning, implementation, performance monitoring and evaluation. |
| **4** | Skills to influence and co-ordinate within and between organisations, agencies and communities to increase their engagement with the public mental health and healthy ageing agendas.  |
| **5** | Strong project and programme management skills with the ability to deliver projects on time, and regularly review quality, risks, and opportunities to maximise outcomes. |
| **6** | Ability to work effectively within the matrix management arrangements of the shared public health service, manage uncertainty, and solve problems in unpredictable environments. |

Job family

**Professional and Technical (Grade I)**

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| **Colleague expectations*** Be professional at all times
* Work together for the good of the team, city 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
 | **Manager 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 and 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 city council assets, the development of policies and procedures and the strategic direction of the functions they support.

This element of the profile, taken from the job family descriptor for this grade, provides a general understanding of the level of work and demands required.

**Role characteristics**

At this level roles will have many day-to-day professional, technical and management issues to deal with but must also take a longer-term view of the service sector they support, assessing its changing needs and demands and making significant contributions to resource planning. This will see job holders dealing with serious issues without recourse to managers and making autonomous decisions based upon their specialist knowledge and dedicated experience.

**The knowledge and skills required**

The broad knowledge requirement needed to deal with the technical and business challenges of roles is usually underpinned by an appreciation of the theoretical basis of the particular discipline such that job holders can fall back on the first principles of their specialism to make decisions and offer advice.

This level of knowledge is often indicated by the need for a degree level education in the relevant field, but for some roles this is substituted by a significant level of on the job training and focussed experience such that the level of expertise confers a similar level of authority.

While the majority of roles will have demands for manual dexterity in relation to typing and similar functions, other jobs at this level will use a range of equipment requiring precision in their use and handling.

**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.

At this level, the information exchanged with internal and external colleagues, and members of the public will call for developed communication skills on the part of the job holders. Matters will be technically complicated, requiring careful explanation, or sensitive, requiring significant listening skills to interpret information and provide appropriate advice.

**Decision making and innovation**

Job holders will have the freedom to interpret policy and broad operating guidelines in order to shape their teams’ detailed approach to meeting their corporate objectives and targets. They will deal with escalated, multi-faceted problems independently and will tend to only consult their manager on fundamental policy or resource issues.

**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 high impact decision making and the implementation of appropriate programmes on behalf of individuals or groups of people or enforcement of regulations which have direct and significant consequences upon those served. Such roles are likely to have at least one other elevated level of responsibility for such elements as finance, information assets, equipment or premises.

Internal roles are likely to have this pattern reversed, with the weightiest responsibility for highly valuable or significant financial and non-financial assets, but somewhat less accountability for the assessment of needs of individuals and groups.

Jobs will generally have formal line management responsibility and will not only allocate and check work, but also be directly involved in assessment, recruitment, and other human resource related procedures. Posts that do not have this level of managerial responsibility are likely to have compensatory levels of accountability in relation to the users of city council services, finance or other major asset(s).

**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 complex, demanding of lengthy periods of concentrated mental attention while also managing high levels of work-related pressure.

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.

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.