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CYMRU  
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WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board

# Job Description and Person Specification

## Executive Director of Public Health

Permanent

April 2024





## Role Overview

<b>Job Title</b>	Executive Director of Public Health
<b>Hours of Work and Nature of Contract</b>	37.5 Hours per week / 10 sessions per week
<b>Pay Band</b>	JESP 11 (subject to review following JD update) / Consultant Grade for Medical Professionals
<b>Remuneration &amp; Terms of Service</b>	As determined by the Remuneration and Terms of Service ESP Committee in line with the Welsh Government Pay Framework for Executive Directors
<b>Division/Directorate</b>	Executive Team
<b>Department</b>	Executive Office
<b>Base</b>	A North Wales base to be agreed, with travel across the Health Board, and potential for hybrid working depending on service needs
<b>Portfolio</b>	<ul style="list-style-type: none"> <li>▪ Health Improvement, including Immunisations and Vaccinations)</li> <li>▪ Health Protection</li> <li>▪ Civil Contingencies (Emergency Preparedness, Response and Resilience EPRR)</li> </ul>
<b>Budget Responsibility</b>	£16,194,917

### Organisational Arrangements:

<b>Managerially Accountable to:</b>	Chief Executive
<b>Reports to:</b>	Chief Executive
<b>Professionally Responsible to:</b>	<ul style="list-style-type: none"> <li>▪ Chief Executive, BCUHB</li> <li>▪ Chief Medical Officer/Medical Director, NHS Wales, Welsh Government for professional matters.</li> </ul>
<b>Line Management of:</b>	<ul style="list-style-type: none"> <li>▪ Deputy Director of Public Health</li> <li>▪ Consultants in Public Health X4</li> <li>▪ Head of Public Health Assurance and Development</li> <li>▪ Associate Director of Health Protection</li> <li>▪ PA to Executive Director of Public Health</li> <li>▪ Head of Emergency Preparedness, Response and Resilience</li> </ul>



## Our Values

Our values and behaviours are fundamental to the way we do things at Betsi Cadwaladr University Health Board. They are everything we stand for and aspire to. That includes the way we behave, how we perform our roles and the way we recruit new talent. We look forward to exploring how your values align with ours. This is how we work:

- ***We put patients first***
- ***We value and respect each other***
- ***We all work together as one team***
  - ***We learn and innovate***
- ***We communicate openly and honestly***

## Job Purpose

The Director of Public Health will be the main contact with PHW, on matters relating to Public Health, responsible for public health advocacy, leadership and action, working as part of a unified public health system with PHW to improve health and wellbeing, protect the public's health, and decrease health inequalities across the North Wales.

This is an exciting opportunity for an inspirational leader to drive improvements in public and population health in one of the most deprived communities in Wales – making a critical and valuable contribution to tackling inequalities and positively changing the lives of current and future generations. This can only be achieved through innovative leadership and purposeful collaboration with a wide range of partners and stakeholders and therefore the ability to establish and maintain such relationships will be essential.

The Director of Public Health will be an integral part of public health services in Wales and will be actively involved in the development of the speciality of public health and any wider developments in the field of public health. In this context, the post holder will be encouraged and supported to take the all-Wales lead on appropriate areas of personal interest and national importance, facilitating networks across the UK and beyond.

As an Executive officer member of the Board, the Director will hold corporate responsibility jointly with other Board members for the strategic direction, corporate policymaking and development and delivery of Betsi Cadwaladr objectives.

As Executive lead for Civil Contingencies the Director will hold Corporate Responsibility for ensuring the Health Board meets its statutory obligations under the Civil Contingencies Act, (CCA) 2004 and complies with all relevant Emergency Preparedness, Response and Resilience, (EPRR) guidance for the NHS, including non-statutory guidance that accompanies the CCA and associated regulation relating to business continuity and resilience preparedness issued by both the Welsh and United Kingdom Central Government.



## Particular key responsibilities will be to:

- Provide specialist public health advice to the Board and staff
- Lead on local health needs assessment and ensure effective contribution to wellbeing plans and Integrated Medium-Term plans
- Develop and lead a strong team which will provide integrated and effective public health services to the Betsi Cadwaladr community
- Identify the appropriate public health support required locally and prioritise actions accordingly
- Act as the public health executive lead for local authorities within Betsi Cadwaladr area
- Be the access point for specified specialist and national services from Public Health Wales (PHW)
- Provide leadership on the public health implications of service planning and reconfiguration
- Work with other Executive Directors of Public Health, and relevant Directors in Local Government and Welsh Government in the leadership of the public health system in Wales
- Work closely with relevant organisations to ensure high levels of local resilience
- Produce an independent annual report on the health of the community
- Work closely with other UHB Directors on clinical governance, quality improvement and patient safety
- Act as the Executive lead for the Health Board for Civil Contingencies, advising the Board as appropriate and hold Corporate Responsibility for ensuring compliance with relevant legislation
- Act as the corporate lead for the Health Board on specific service areas as agreed with the Chief Executive

## Key Accountabilities

### Improving Population Health and Patient Services

#### **Surveillance and assessment of the population's health and well-being**

- To lead programmes to improve health and wellbeing and reduce inequalities
- To assess the health needs of the local population and provide gap analysis
- To receive, interpret, provide and advise on epidemiological and statistical information about the health of population to the Health Board, Local Authority and voluntary organisations
- To produce as required by the Board, detailed analysis of the health status of the local population
- To inform the proper design, development and utilisation of major information and intelligence systems to underpin public health improvement and action for the population
- To ensure the use of the best available evidence base to support the assessment of health needs, health inequalities, health impact assessment and the identification of areas for action within the local population



- To produce an independent annual report on the health of the Betsi Cadwaladr population

### **Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services**

- To champion the delivery of evidence-based services and the provision of high quality, acceptable care for patients / service users in accordance with NHS standards for services in Wales, within the resources available
- To provide expert public health advice and leadership to support and inform an ethical evidence-based approach to planning
- To contribute to the development of high-quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations, etc.
- To provide expert advice to support evidence-based planning, prioritisation of services for the population (and in some circumstances for the individual) in order to maximise opportunities for health.
- To drive the process of embedding prudent healthcare principles in all the above
- To foster a culture which embraces and recognises the opportunities for the utilisation of new evidence based clinical and service technologies, and preventative action.

### **Health and Social Care Quality**

- To be responsible for leading on service development, evaluation and quality assurance in specific areas relating to the DPH portfolio
- To measure and analyse existing services
- To collate and evaluate evidence of good practice
- Working with other Health Board Executive Directors to support the delivery of an integrated healthcare system across primary, secondary and community sectors that:
  - > delivers improved population health and wellbeing;
  - > supports the Improvement Cymru Campaign (and similar future initiatives),
  - > reduces inequalities; and
  - > improves patient safety
  - > To work with others to develop a whole systems model and care pathways that provide for a focus on primary care and community-based service solutions.
  - > To improve the quality and scope of health outcomes achieved by primary care.

### **Health Improvement**

- To support and inform local service design, delivery, and health improvement through the use of an evidence-based approach.
- To be responsible for designated areas of health improvement programmes, public health surveillance and population screening.
- To direct and line manage the work of the local public health team to provide integrated, effective public health services.



- To build and maintain close working relationships with local government and other key organisations to deliver local health improvements.
- Lead action to tackle issues of health inequality with local communities and vulnerable groups.
- To contribute to local strategic partnerships particularly to reduce health inequalities and improve health including representing the Health Board at relevant Partnership Boards as agreed with the Chief Executive
- To work with primary care, local authorities and local communities to develop their public health capacity and capability.

## Health Protection

- To ensure that the health of the local population in relation to communicable disease, infection control, environmental health and emergency planning is safeguarded.
- To work locally and nationally to meet statutory responsibilities.
- To be the board champion and be accountable on behalf of the Board for immunisation and local delivery of the National Immunisation Framework
- To ensure effective local arrangements exist to cover 'on call' requirements.
- To coordinate the initial response to outbreaks and work collaboratively with PHW and other partners to ensure effective outbreak management
- To lead the Health Protection team within the Health Board

## Health Care Public Health

- To lead on the Health Board Health Care Public Health Agenda
- Support the commissioning function of the Health Board with Public Health advice, utilising Public Health evidence and approaches.
- To ensure Public Health principles support the value in Health Activity within the Health Board
- To support the Health Board activity to strengthen pathways with a public health focus, and to support the clinical strategy development.

## Health Intelligence

- To analyse and evaluate quantitative and qualitative data and research evidence to inform decision making.
- To lead the delivery of key public health actions and targets and communicate effectively on public health issues in close collaboration with PHW.
- To identify and implement health outcome measures, care pathways/protocols and guidelines for service delivery across patient pathways for the local population.
- To work in collaboration with PHW, other HBs, local government and other agencies on programmes to improve population health and support strategic and planning actions.
- To lead inter-agency and interdisciplinary partnership working to develop strategic plans for health improvement, including supporting the production and delivery of relevant Local Strategic Partnership plans



- To work with PHW and other organisations to strengthen local and national public health intelligence and information capacity.
- To monitor the quality of patient care against national and local public health indicators to ensure that activities are in line with the Welsh Government legislation relating to public health and wellbeing, specifically the Wellbeing of Future Generations Act
- To ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability.

## Service Improvement

- To work with colleagues and partners to support the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of integrated services.
- To act as the Executive lead for Betsi Cadwaladr in the oversight of specific disease plans as agreed with the Chief Executive
- To support the implementation of NICE or equivalent national standards / guidance and frameworks
- To provide specialised evidence-based advice on preferred treatment options or protocols for individual patients

## Governance

- To support effective organisational arrangements and capacity that enables the Health Board to meet its strategic aims within a framework of strong, effective governance. This should be consistent with the standards of good governance set for the NHS in Wales, which are based on the Welsh Government's Citizen Centred Governance Principles.

## Leadership and Management

- To develop and lead a strong, effective and motivated team able to provide integrated and effective public health services
- As an Executive Board member and member of the Executive Team, contribute to the development of strategy, effective corporate governance and risk management arrangements, development of staff and the overall performance of the organisation
- In collaboration with the Board, develop and implement an organisational culture that supports staff engagement in decision making, a drive for continuous service change and improvement
- Facilitate the development of an organisation which encourages personal development and learning and which supports innovation, team building, creative partnerships and a commitment to patient and public safety
- To ensure that job planning and appraisal for all Public Health Team is conducted

## Education, Research and Development



- Together with the Director of Primary Care and the Health Board Lead for Research & Education, seek research and development opportunities in population health. This may include working with academic partners to initiate cohort studies; securing research grants to undertake local action research; and ensuring Betsi Cadwaladr and its population can participate in wider national and international studies focusing on improving population health
- To undertake and commission literature reviews, evaluative research surveys, audits and other research to inform service development and reduce health inequalities.
- To develop links with academic centres, PHW and other partners to ensure the work is based on sound information, research and evidence base.
- To develop public health capacity through contributing to education, training and development within BCUHB, and within the wider NHS and non NHS workforce.
- To ensure appropriate supervision of trainees in public health within BCUHB as required.
- To contribute to the training of practitioners and primary care professionals within the locality.
- To directly input to the professional development of other public health staff in Wales.
- To ensure that appropriate public health education is in place for staff within BCUHB.

## Corporate

- Work with the CEO and Board members to ensure the Health Board makes a significant contribution to health improvement and the reduction of health inequalities.
- Contribute to the continuing transformation of clinical services within a complex organisation.
- Have an appreciation and understanding of the aim of the Welsh language standards and demonstrate a commitment to promote these when developing services in a way that meets individuals' full range of care needs.
- Ensure service evaluations, including public, patient and service user involvement are undertaken and outcomes used to inform health improvement and the planning and delivery of health care.
- As one of the cadre of senior leaders within Wales, to contribute to the wider health and organisational agenda of NHS Wales and Welsh Government, including NHS Wales planning mechanisms and strategy development.
- All Directors will act as an ambassador of the Health Board and NHS Wales.

## Other Responsibilities

- The Director of Public Health may be required to lead or be redeployed to support Health Protection incidents or emergencies (e.g. pandemic flu).
- The post holder may be required to undertake other relevant duties, including the operational lead for specific services and localities, as required by the Chief Executive.

## Performance Appraisal and / or Job Planning

- Objectives will be agreed on an annual basis with the Chief Executive with performance appraised mid-year and year-end, and similarly with the Chief Medical Officer within Welsh Government. An initial job plan will be agreed with the successful candidate. This

job plan will be reviewed as part of the annual job planning process. The job description will be subject to review in consultation with the post holder and in the light of the needs of the organisation.

### Professional Obligations

- The Director of Public Health will be supported to pursue a programme of CPD, in accordance with the Faculty of Public Health requirements, or other recognised body, and undertake appraisal and revalidation, or other measures required to remain on the GMC Specialist Register/GDC specialist list in Dental Public Health/UK Public Health Register or another specialist register as appropriate.



## Welsh Language

As a bilingual organisation, Welsh Language skills are considered an asset to the organisation. Applicants will be able to demonstrate, or be required to work towards, a basic linguistic courtesy level in Welsh. In-house training support will be provided to achieve this.

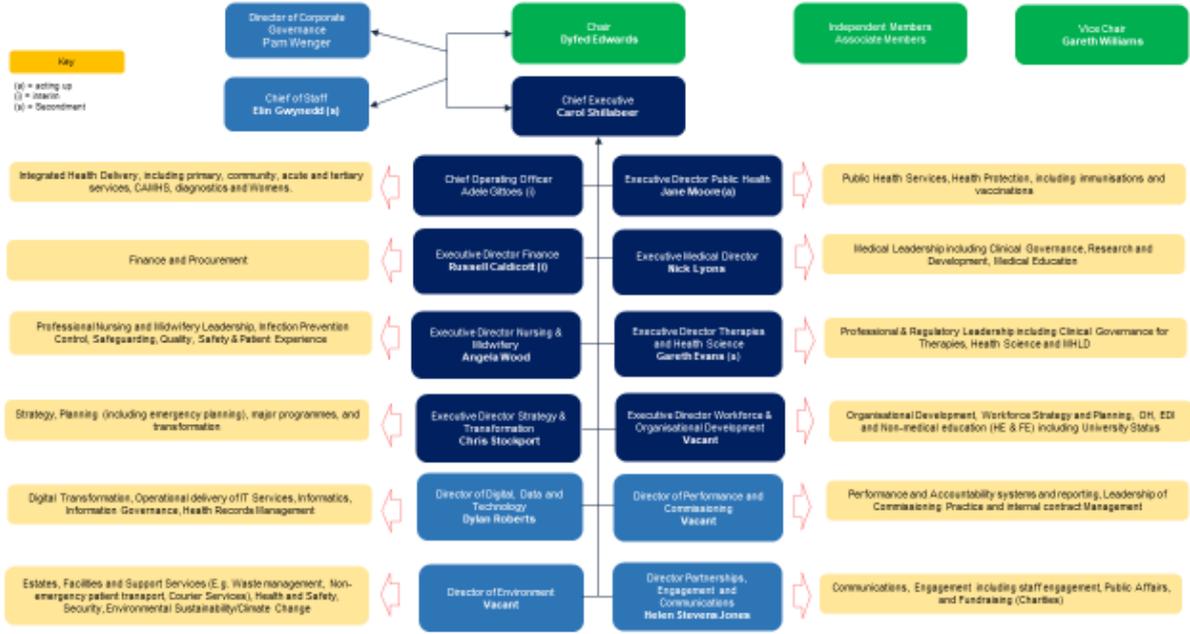
## Key Relationships

- Senior clinicians, directors and management team
- Other NHS organisations
- Public Health Wales
- The public, Patients/service users and their relatives/carers
- LAIS
- Strategic Partnerships
- Local Authorities
- Digital Health Care Wales
- NHS Counter Fraud Service (Wales) Local Counter Fraud Officer and Criminal Justice Agencies
- Third Sector employers and Local and national voluntary organisations
- Members of the Health Professionals Forum
- Members of the Stakeholder Reference Group
- Staff representatives and trade unions
- Professional and regulatory bodies
- Independent Contractors
- Educational institutions (higher and further)
- Health Inspectorate Wales
- MSs, MPs, Ministers and Welsh Government Officials

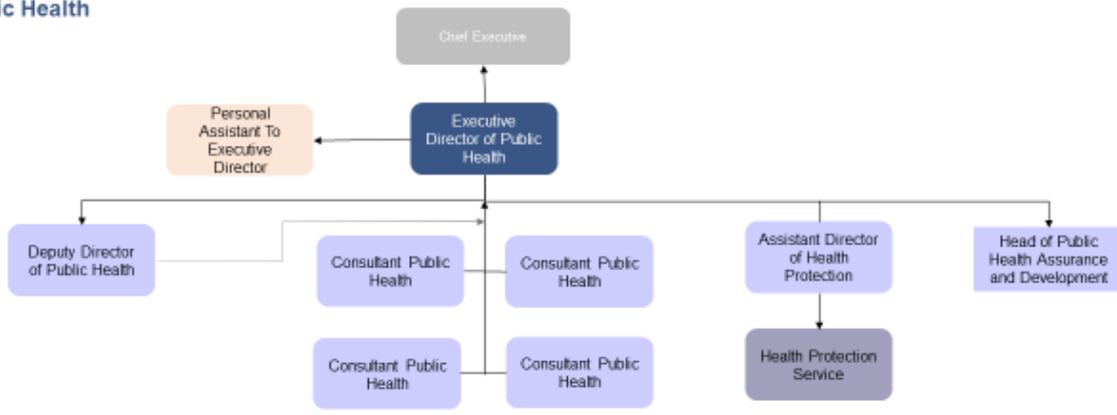


# Organisation Charts

## Structural Hierarchies & Executive Portfolios



## Structural Hierarchies Public Health





# Person Specification

## Qualifications and Skills

- Member of the Faculty of Public Health by examination, by exemption or by assessment with evidence of compliance with Faculty of Public Health (or equivalent) minimum CPD requirements
- Educated to Higher degree level in a subject relevant to the post e.g. Masters degree in Public Health
- Applicants to be on the GMC/GDC Specialist Register or UK Voluntary Register for Public Health Specialists (Essential)
- Evidence of Management and Leadership Development
- Leadership skills to build and promote a strong public health focus on the planning and delivery of local services
- Effective interpersonal, conflict resolution, negotiation and influencing skills
- Sensible negotiator with practical expectation of what can be achieved
- High level of skill in relationship building and able to operate in an environment of complex relationships
- Excellent communication and presentation skills and highly developed analytical skills

## Experience & Knowledge

- Significant experience of public health practice at a senior level
- Knowledge of Public Health Legislation and Civil Contingencies legislation
- Proven track record of working at Board Level
- Demonstrable experience in successfully implementing a systems-based approach to improving health by exploiting assets and working with partners
- Experience of senior operational and strategic leadership in working across multi sector organisations and within complex social and political environments
- Demonstrable experience in facilitating and managing complex change
- Programme and project management
- Demonstrable experience of assimilating complex information to enable reports and presentations to be made to a variety of stakeholders

## Personal Qualities

- Strong commitment and passion for improving health and reducing inequalities
- Transformational leader who is forward looking, scans horizon and interested in new thinking and innovation
- Adaptable to situations and able to work well against a background of change and uncertainty
- Strong personal commitment to working collaboratively and ability to build effective relationships with partners and people of all capabilities and attitudes
- Self-motivated, pro-active and passionate
- Act in accordance with the Nolan Principles of Public Life