

**Leeds City Council Job Description**  
**TEMPLATE JD for SENIOR HI SPECIALIST (LOCALITY AREA) – PO6**

**Directorate** Office of the Director of Public Health

**Service** *[Insert service]*

**Post Title:** Senior Health Improvement Specialist *[Insert locality area]*      **GRADE** PO6

**Post(s) to which directly responsible**  
*[Insert post(s)]*

**Post(s) for which directly responsible**  
*[Insert post(s)]*

**Purpose of job**

To lead on key elements of the strategic development of the healthcare public health advice service within a Leeds CCG using a broad range of approaches to maximise contribution to reducing inequalities, increasing health equity and reducing variation in care through:

- § Embedding the Joint Strategic Needs Assessment (JSNA) within the Clinical Commissioning Group (CCG) commissioning processes.
- § Supporting the CCG with strategic planning from a population healthcare perspective including value based healthcare, evidence based approaches, prioritisation of commissioning decisions and effective implementation of key programmes which make a significant contribution to reducing health inequalities.
- § Supporting the CCG in developing its programme to implement the Joint Health and Wellbeing strategy at a local level (in conjunction with other key partners and Local Area Public Health and Wellbeing teams)
- § Leading the development of public health programmes within primary care to maximise the engagement of GP practices in the public health agenda.

## **Responsibilities**

### Population healthcare commissioning

- § Analyse and interpret health information to identify and inform CCG commissioning plans – e.g. JSNA; Atlas etc.
- § Provide high quality and timely information in relation to evidence and effectiveness to support CCG plans and policies.
- § Provide highly developed specialist knowledge in order to analyse and present highly complex, sensitive or contentious information to support commissioning plans of the CCG.
- § Ensure the outcomes within the Joint Health and Wellbeing Strategy are embedded within the overall CCG strategic plan.
- § Provide an effective interface between CCG Commissioning plans and other public health areas e.g. health improvement, health protection.
- § Appraise cost-effectiveness from a population perspective using methods such as programme budgeting and marginal analysis.

### Primary care public health development

- § Provide an interface between public health functions and programmes and primary care GP practices, with a particular focus on addressing inequalities and targeting practices with greatest need.
- § Develop strategies to support equitable access to primary care.
- § Support primary care to deliver health improvement activity to improve population health outcomes.
- § Ensure an integrated, evidence-based approach to improving early detection, optimising clinical care and development of care pathways.
- § Undertake public health research and evaluation and commission and co-ordinate research programmes
- § Design and manage social marketing, mass media and public information campaigns as a component of health promotion strategies, including the use of advertising media, press releases and media interviews.

### General

- § Contribute to shared learning and dissemination of good practice, working in collaboration with colleagues throughout the Leeds health economy.
- § Provide effective communication of public health information to health professionals and the public. This will involve reframing complex data and information into clear and understandable formats appropriate to the target audience.
- § Responsible for the recruitment and selection, appraisal, development, leadership and co-ordination of a group of public health staff.
- § Authorised signatory and budget holder. Monitor or contribute to the formulation of department budgets and financial initiatives as required by Director of Public Health.
- § Commitment to continuing professional development and reflective practice.
- § All employees should understand that it is their personal responsibility to comply with all organisational and statutory requirements e.g. Health and Safety: Equal Treatment and Diversity; Confidentiality.
- § Any other duties commensurate with the post holder's grade as agreed with their line manager.

## **Relationships**

### **Local**

Leeds City Council staff  
Elected members  
Clinical Commissioning Groups  
GP practices  
Other independent contractors in Leeds  
Local residents and communities  
Voluntary Community and Faith Sectors  
NHS Provider Trusts  
Leeds Universities Local Media

### **Sub-Regional/Regional**

Public Health England local office  
Public Health Directorates within Yorkshire and Humber  
NHS England West Yorkshire Area Team  
Other academic institutes across the region.

### **National/International**

Department of Health  
Public Health England  
NHS England  
Faculty of Public Health  
World Health Organisation

### **Communicates and has contact with:**

Other NHS organisations and Public Health Teams within North of England

## **Physical Conditions**

You will be initially based at *[insert base]*. However your appointment is to the council as a whole and is, therefore, subject to your serving at such other place of employment in the council's service as may be required.

*[insert base]* has access by stairs and lift and is accessible by disabled persons to the ground floor by a portable ramp on request

Leeds City Council operates a non-smoking policy.

## **Economic conditions**

Grade:	*
Annual Leave:	* days per annum rising to * days per annum after 5 years continuous local government service, plus 8 statutory holidays
Hours:	37 hours per week
Flexitime:	Eligible to participate in flexi-time scheme
Conditions of Service:	NJC Conditions apply

**Prospects****Promotion**

Whilst there is no automatic progression to any more senior posts, opportunities do exist for advancement and promotion, dependent upon normal staff movements and on the capabilities of the individual post holder.

**Training**

Leeds City Council encourages training both "in-house" and external to meet the needs of the individual and of the Department.

**QUALIFICATIONS****Job Description Prepared / Reviewed by:****Date:****Job Description Approved by:****Date:**

**EMPLOYEE SPECIFICATION:**

Detailed below are the types of skills, experience and knowledge that are required of applicants applying for the post. The 'Essential Requirements' indicate the minimum requirements, and applicants lacking these attributes will not be considered for the post. The points detailed under 'Desirable Requirements' are additional attributes to enable the applicant to perform the position more effectively or with little or no training. They are not essential, but may be used to distinguish between acceptable candidates.

SKILLS	Ess	Des	MOA
Strong IT skills – Microsoft, internet and e-mail	X		A/I
<b>Surveillance and Assessment</b>			
Skills in interpretation and analysis of data from multiple sources	X		A/I
Well-developed numerical and analytical skills	X		A/I
Ability to carry out a health equity audit/health needs assessment	X		A/I
<b>Assessing the Evidence</b>			
Ability to analyse, synthesise and present knowledge and information about complex subjects and concepts to influence key decisions	X		A/I
Ability to search effectively, collate and assimilate the published evidence base and apply to inform practice and policy development	X		A/I
Ability to carry out highly complex analysis of public health interventions utilising data where a range of diverse and different opinions may exist from different agencies some of which may be contentious	X		A/I
<b>Leadership and collaborative working</b>			
Ability to communicate complex and sensitive issues and information to a wide range of people and abilities in different situations and formats	X		A/I
Well-developed communication skills: written, verbal and presentation	X		A/I
Leadership skills including the ability to set a clear strategic direction, inspire and motivate others and act as an advocate for public health within the council and partners	X		A/I
Ability to lead multi-agency teams and partnerships in the development of knowledge, ideas and work programme	X		A/I
Project and programme management skills	X		A/I
Ability to develop, implement and evaluate long term plans and strategies, impacting on a range of community agencies and strategic partnerships	X		A/I
Ability to provide highly specialised advice and expertise on the delivery of public health programmes and services	X		A/I
Ability to organise, prioritise and deliver high quality work against a background of change and uncertainty	X		A/I
Ability to prioritise work to tight and challenging deadlines, managing complex and multiple pieces of work	X		A/I
Ability to manage a budget	X		A/I
Ability to operate in a politically changed environment	X		A/I
<b>Surveillance and Assessment</b>			
Ability to translate data about health and well-being to inform decisions and priority setting		X	A/I
<b>Leadership and collaborative working</b>			
Ability to effectively lead and manage a team		X	A/I

KNOWLEDGE/QUALIFICATIONS	Ess	Des	MOA
Degree in related field	X		C
Masters in Public Health or related field	X		C
Knowledge of project and programme management	X		A/I
Engaged in CPD and reflective practice	X		A/I/C
Knowledge of leadership and management theory	X		A/I
Knowledge of multi-agency partnership working	X		A/I
Knowledge and understanding of health inequalities	X		A/I
Knowledge of public health policy and political awareness	X		A/I
Knowledge of current the current strategic landscape public health operates within	X		A/I

Knowledge of the key strategic priorities of public health within Leeds	X		A/I
Knowledge of working with the voluntary, health and community sector	X		A/I

EXPERIENCE	Ess	Des	MOA
Operating at a level PO4/equivalent in public health and/or equivalent field for a minimum of 2 years	X		A/I
<b>Surveillance and assessment</b>			
Experience of undertaking Health Needs Assessments and Health Equity Audits	X		A/I
<b>Assessing the evidence</b>			
Experience of evaluating public health interventions and programmes	X		A/I
Experience of assessing evidence and using it to inform work programmes	X		A/I
<b>Leadership and collaborative working</b>			
Experience of multi-agency working to achieve public health outcomes	X		A/I
Experience of leading and management of public health work programmes	X		A/I
Experience of managing staff	X		A/I
Experience of being accountable for planning, managing and evaluating multi-sector programmes to address complex health and well-being needs	X		A/I
Experience with using and responding to media	X		A/I
Experience of delivery of substantive objectives/outcomes to deadlines	X		A/I
Experience of managing/effecting innovation and change	X		A/I
Experience of project development within a leadership role	X		A/I
Experience of identifying performance indicators, developing service specs and managing performance	X		A/I
Experience of sharing good practice locally/nationally/internationally by writing articles, presenting at conferences		X	A/I
<b>Policy and Strategy</b>			
Experience of interpretation and application of policies and strategies within own areas of work	X		A/I
Experience of tackling problems across a broad range of issues requiring creative and strategic thinking	X		A/I

BEHAVIOURAL AND OTHER RELATED CHARACTERISTICS	Ess	Des	MOA
Willing to abide by the Council's Equal Opportunities Policy in the duties of the post, and as an employee of the Council.	X		I
Willing to carry out all duties having regard to an employee's responsibility under the Council's Health and Safety Policies	X		I
Commitment to tackling discrimination and enhancing inclusion and equality.	X		A/I
Commitment to improving health and reducing health inequalities, public health ethics and to fostering a learning environment	X		A/I
Able to work flexibly-hours and location, and willingness to travel.	X		A

METHOD OF ASSESSMENT(MOA)	A = Application Form
	T = Test
	I = Interview
	C = Certificate