

Job Description

Job Title: Fixed Term-Senior Public Health Manager (Drugs and Alcohol)

Position number:

Grade: P2

Overall purpose of the job

To contribute to the achievement of Cambridgeshire County Council (CCC) and Peterborough City Council (PCC) objectives to improve, promote and protect the health and wellbeing of the Cambridgeshire population and reduce health inequalities.

To contribute to improving the Public Health Outcomes for Drugs and Alcohol (D&A) misuse found in Public Health Outcomes Framework through prevention initiatives and the commissioning of evidence based, high quality, value for money services.

To take a lead role in Drugs and Alcohol (D & A) strategy development and ensure that this is reflected in the commissioning of local authority and partner organisation services and programmes for prevention and health improvement.

To collaborate with a range of organisations and communities to identify shared outcomes, commission and co-ordinate services and be responsible for developing and sustaining partnerships that support the delivery of the Public Health Directorate objectives, the Health and Well Being Strategies, Public Health Outcomes Framework, National Drug and Alcohol Strategies and other relevant strategic drivers.

The post is based within the Cambridgeshire and Peterborough Public Health Joint Commissioning Unit (JCU) which has wider commissioning responsibilities which include sexual and reproductive health, lifestyles and primary care. JCU staff are members of the Cambridgeshire and Peterborough Public Health Directorate. The post is employed by Cambridgeshire County Council to work across both Cambridgeshire and Peterborough.

Main accountabilities

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1.	To take a lead role D & A local policy and strategy development, influencing and supporting its inclusion in related local authority and partner organisations' strategies and commissioning of services for prevention and improvements in health outcomes.
2.	To take a key role is performance managing the D&A Public Health contracts and any associated grant funded projects. To develop local systems to gather, interrogate/analyse local performance data and manage any performance related issues in order to improve outcomes for patients.
3.	To take a key role in managing public health commissioning-based projects, including the development of specifications and performance monitoring tools, the analysis of data and working closely with providers to drive through service change and improvement. This would primarily be D&A projects but may involve other public health commissioned projects/services.
4.	Responsible for researching, identifying and analysing complex health information for the identification of needs and providing robust public health evidence that will ensure that the relevant health improvement interventions/commissioned and non-commissioned services are evidence based, provide cost benefits and value for money and achieve the desired health outcomes

5.	To collaborate with a range of organisations to develop, commission and co-ordinate services to ensure that pathways and services are integrated, and the patients /client user experience is improved.
6.	To receive and secure public health intelligence regarding D & A from local, regional and national sources and disseminate to shape commissioning and service developments.
7.	To involve people who use services (those with lived experience) in the design, evaluation and, where appropriate, in the delivery of services/interventions.
8.	To be responsible, as appropriate, for budget management and monitoring of financials across the Public Health commissioned contracts.
9.	To be responsible for auditing and quality evaluation of D & A and wider public health commissioned services to demonstrate service improvements, meet targets and achievement of outcomes.
10.	Be responsible for making business cases, developing detailed plans and other funding applications for D & A services and interventions.
11.	<p>Work with the Public Health Manager responsible for Public Health communications to develop a range of communication channels focusing on D & A along with any related health improvement issues. This includes the following activities.</p> <ul style="list-style-type: none"> • Developing, planning and implementing a range of evidence based health improvement campaigns using community engagement, social marketing principles, and a range of different media • Briefings/documents for the public health team • Consultations with public/community groups • Preparing responses to media enquiries • Presenting information to large group's e.g. senior managers, locally elected members and to the public. <p>This will involve working closely with Cambridgeshire County Council and Peterborough City Council and other partner organisations' communication teams. Also liaising with the appropriate Government Departments to ensure that the public has the correct and consistent health improvement information to enable them to make healthy lifestyle choices.</p>
12.	To liaise with colleagues from directorates within Cambridgeshire County Council and Peterborough City Council, and externally with a wide range of statutory and voluntary partner organisations to develop and implement collaborative and innovative interventions to engage communities and commission improvement interventions.
13.	Support policy development for the statutory and voluntary sectors to enable them to actively support behavioural change that will provide protection for assuming risk taking behaviours. This includes facilitating behavioural change training for staff from these organisations and communities to enable them to make appropriate behavioural change interventions.
14.	To work with the assigned officer to respond to any licensing applications which is a Public Health mandatory requirement.
15.	To provide administrative support (where appropriate) in the planning and recording of contract management meetings and countywide strategy meetings
16.	To support services to adapt to any new challenges arising from the COVID-19 pandemic to ensure that any risks to clients are mitigated and their needs addressed. To use the experiences, learning, knowledge and opportunities from the Covid-19 pandemic to address

health inequalities and in the development and delivery of public health services/interventions e.g. digital platforms and tools, accessibility of services.

Safeguarding commitment *(Include for roles involving work with children/vulnerable adults)*

We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment

Person Specification: Qualifications, knowledge, skills and experience

Qualifications Required	Subject	Essential/ Desirable
Batchelor Degree	Health/Public Health/Health Improvement or related subject. Equivalent experience will be considered.	Essential
Master's Degree	Public Health/Health Improvement or a related subject e.g. Epidemiology	Desirable

Minimum levels of knowledge, skills and experience required for this role.

Identify	Describe	Essential/ Desirable
Knowledge		
Comprehensive knowledge and understanding of the scope of Public Health policy and its underlying principles.	The post is required to know and understand the population approach of public health. This includes public health policy and practice. Along with a knowledge of the key public health principles, especially its focus upon health inequalities and evidence based practice.	Essential
Extensive experience of data collection, analysis and interrogation	The post holder will be skilled and competent in applying rigorous system of data collection and usage in order to measure the performance of local services and systems and to focus on continuous improvement and delivering improved outcomes.	Essential
Contract management	The postholder will have direct experience in managing projects and contracts. Will be able to demonstrate strong commercial and administrative skills as well as people skills in order to maintain good communication and co-operation with the other parties. Will have experience of utilising contract management tools, open book accounting, managing performance and risk.	Essential
Knowledge of the principles of commissioning and the commissioning cycle along with performance monitoring	The post is able to describe the key commissioning principles and the commissioning cycle. Understands commissioning for outcomes, the importance of value for money and return on investment. Ability to apply a whole-systems thinking approach.	Essential

A high level of knowledge and understanding of key public health theories and concepts	Public Health encompasses many theories for example behavioural change, wider determinants of health or Marmot's "Health Gap". The candidate should be able to describe these and their implications for the health of the Population.	Essential
In depth knowledge of public health in practice	How public health policy and evidence is interpreted and used to implement public health programmes and projects.	Essential
Extensive specialist and technical knowledge of area of responsibility	Possess an in-depth knowledge primary, secondary and tertiary prevention.	Essential
Comprehensive knowledge and understanding of epidemiological theory and practice	Comprehensive understanding of epidemiological theory and how it is used in public health.	Essential
Knowledge of public health evidence for key public health areas and comprehensive in-depth understanding of the area of responsibility (Substance Misuse)	Providing robust public health evidence is a key element of this role. The post is expected to understand the key areas of public health evidence, for example, behaviour change and know in depth the key evidence relating to the area of responsibility (Substance misuse)	Essential
Knowledge of evaluation of public health interventions.	An understanding of evaluation theories and concepts for evaluating public health interventions.	Essential
Skills		
Ability to understand policy and its implications for strategy and commissioning.	The post holder is required to analyse public health policy, think strategically along with translating strategy into action.	Essential
Ability to understand and interpret epidemiological studies	This skill is required to identify need and the implications for policy and commissioning. It includes the ability to undertake or support needs assessments.	Essential
Ability to undertake literature searches	This requires the post holder to identify evidence of effectiveness and cost benefits to inform policy, commissioning and interventions.	Essential
Ability to critically analyse health improvement/ public health research	This requires the post holder to be able to assess and critically evaluate public health evidence	Essential
Ability to commission for outcomes, develop service specifications and key performance indicators	This requires the post holder to identify the key outcomes and develop service specifications that reflect the best evidence and key performance indicators that are linked to the desired health outcomes. This includes an ability to interpret performance reports from providers and their implications for service outcomes.	Essential

Ability to manage contracts, data, grant funding	This requires the post holder to be skilled in managing and monitoring contracts including data interpretation and management. The post holder will be able to demonstrate the ability to risk assess and take remedial action to improve performance and outcomes. The post holder will have experience of using project management tools and understand open book accounting principles in order to deliver financial oversight, monitoring and scrutiny of contracts and grants.	Essential
Ability to undertake or support evaluations of public health intervention in the post's area of responsibility	This requires the post holder to be able to undertake or support the development of an evaluation framework for public health interventions and produce evaluation reports.	Essential
Ability to develop and implement effective social marketing and health improvement campaigns in different media campaigns	The post holder is required to plan, initiate and support social media and health improvement campaigns that are based on robust evidence and are in different media.	Essential
Ability to communicate and consult with communities and service users	The post holder is required to communicate and consult with communities using a range of methods on commissioning proposals and other health improvement issues. In addition to work with communities to develop community interventions	Essential
Ability to identify to plan and manage projects and programmes	The post holder is required to have strong organisational and project management skills in order to oversee projects and grant programmes.	Essential
Ability to write reports and presentation skills.	Then post holder will be able to compile information and compile reports and presentations for different types of audiences.	Essential
Advance understanding and application of excel	The post holder is required to have an advance understanding and application of excel in order to organise, manage and analyse health related data and present in a clear format.	Essential
Ability to be responsive and flexible	The post holder will be pragmatic and responsible and respond quickly and positively to unexpected changes and requests.	Essential
Experience		
Experience of developing and leading projects and programmes	This involves taking the lead or senior position in the development; implementation and monitoring of public health projects or programmes along with budget management skills.	Essential

Experience of influencing policy development and commissioning through the provision of public health evidence	This involves providing evidence of need and interventions to policy makers and commissioners to aid and inform service development.	Essential
Experience of working with partners from local authorities, NHS including clinicians, voluntary and community sectors	This collaborative working will require partnership skills for joint assessment of need, policy and strategy development and commissioning.	Essential
Experience of commissioning services	The involves assessing need, developing service specifications that provide value for money and return on investment and secure the desired outcomes.	Essential
Experience of undertaking audit and evaluation	This will require the post holder to have the skills to undertake evaluations and different types of audit and supporting the necessary improvements identified in any audit.	Desirable
Accepts responsibility and accountability for own work and can define the responsibilities of others	This requires the post holder to recognise the limits of his/her own authority within the role and to seek and uses professional support appropriately	Essential
Excellent interpersonal and influencing skills	This requires the post holder to possess the following attributes: <ul style="list-style-type: none"> • Understand the principle of confidentiality • Demonstrate empathy for the concerns of others • Listen to and understand directly and indirectly expressed feelings • Shows respect for others' feelings, views and circumstances 	Essential
Safeguarding (<i>include for roles working with children/vulnerable adults</i>)	Demonstrate an understanding of the safe working practices that apply to this role.	Essential
	Ability to work in a way that promotes the safety and well-being of children and young people/vulnerable adults.	Essential