

Job Role Descriptor

Job Role:	Director of Population Health (Full time - Permanent)
Reports to:	Accountable to: Assistant Chief Executive C&M ICB Responsible to: Assistant Chief Executive C&M ICB
Grade:	VSM

JOB ROLE PURPOSE

The Cheshire and Merseyside Integrated Care Systems (ICS) is the 3rd largest in the country and serves the 2.6M people of Cheshire and Merseyside (C&M). The core purposes of the ICS are to:

- improve outcomes in population health and healthcare
- tackle inequalities in outcomes, experience, and access
- enhance productivity and value for money
- help the NHS support broader social and economic development.

The core focus of this job is to understand and enhance the health and wellbeing of the people of Cheshire and Merseyside. The post holder will be a visionary and transformational leader who will advise the Integrated Care Board (ICB) and influence strategic system partnerships to focus on prevention, health inequalities and use of the best data, intelligence and evidence. They will be a member of the Health Care Partnership and the Integrated Care Board, accountable to the Assistant Chief Executive. They will also work as part of a distributed leadership team with the nine DsPH and be a voting member of the Champs Collaborative DsPH Board, working alongside other public health system partners from OHID, UKSHA and NHSE.

The post holder will have significant public health leadership and system level experience including leading and delivering complex change, service transformation and strategy development in a politically sensitive and complex environment. The postholder will operate strategically across the ICB corporate directorates and into the 9 Places; and be a key interface between the ICB and ICP (known locally as the Health Care Partnership) and their complementary agendas on population health, Marmot, inequalities and equity of access, amongst others.

The postholder will provide leadership for a Population Health team integrated with the Champs Public Health Collaborative, in partnership with the nine DsPH. The post holder will work with the ICB Executives, and/or their delegated deputies, to provide input into any service reconfiguration consultations and to advise on wider system wide strategic programmes across Cheshire & Merseyside.

Working in partnership with NHS North West Public Health team and the Champs Collaborative, this exciting and unique role will drive forward the Population Health and with the system identify key ICS priorities working with the Population Health Board. With the Associate Director of Strategy & Collaboration, the post holder will lead the development of the Cheshire & Merseyside HCP strategy to tackle health inequalities, providing leadership to embed prevention

approaches across the health and care system, including overseeing the All Together Fairer Marmot Community programme, the C&M response to NHSCORE20Plus5. The development and delivery of a SMART and ambitious implementation plan is critical to the success of the HCP strategy.

Managing the relationship with NHSE/I is critical to the success of this role. The postholder will work with partners to ensure the effective use in population health approaches to assist in equitable restoration and recovery of health/care services and the delegation of 7a and all other public health responsibilities from NHSE/I into to C&M ICB.

KEY TASKS

1. To be a system leader and advocate for the principles of population health including reducing health inequalities, a whole-system approach to prevention, addressing the wider determinants of health underpinned by an intelligence led approach.
2. To lead and influence across the partnership by establishing key and effective working relationships and working with complex system, professional groups and organisations.
3. To lead Population Health programmes across C&M with a specific focus on population health including the priorities associated with Marmot community programme and strategic links to the CORE20PLUS5 programme
4. To partner with the C&M DsPH enabling strong strategic alignment and connectivity with the Champs DsPH led Collaborative Board and programme.
5. To oversee the delegation of 7a and all other public health responsibilities from NHSE/I to C&M ICB in line with national timelines and to provide strategic leadership for the aligned team and their functions
6. To advise system leads for Population Health Management and Intelligence (e.g. Combined Intelligence for Population Health Action (CIPHA), working closely with the ICB's CIO. Advising on insight and intelligence including prioritisation, risk stratification, data recording, collection systems and annual monitoring to track progress and hold system partners to account for improving outcomes
7. To champion the development of the NHS, public and private sector businesses as Anchor and Social Value organisations
8. To champion the adoption of the Cheshire and Merseyside Fair Employment Charter by NHS and partner organisations to support fair employment policies, payment of the Real Living Wage and enhance workforce health and wellbeing
9. To drive upstream, ill-health prevention at scale for all NHS staff, patients, and visitors and advocate for uptake of the NHS Prevention Pledge to all C&M NHS Trusts
10. To advise the ICB, Population Health Board, C&M DsPH and other relevant bodies

11. To influence key system stakeholders and across the C&M ICB to ensure prevention programmes priorities are aligned under the C&M Prevention Framework
12. To provide support and assurance to the ICS CE on key transformation priorities, opportunities, risks, and achievements
13. To oversee a population Health Team, integrated with the Champs Support Team, and providing strong leadership to programme resources, defining work, ensuring deadlines are adhered to and programme objectives are clearly articulated and understood
14. To act as an ambassador to the ICB, promoting and developing its reputation, forming robust strategic alliances, ensuring strategic connectivity with external partners, other relevant organisations, government departments and agencies
15. To provide expert public health whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, within and across a range of organisations including voluntary, public and private sector.
16. To ensure the ICS becomes a training location, ensuring an Educational Supervisor is identified within the ICS. These duties will be agreed jointly with the relevant Head of the School of Public Health

KEY RESPONSIBILITIES

People

- To lead, manage and develop members of the population health team that will be established as required.
- Employ effective communication, negotiation and influencing skills to achieve change with stakeholders at all levels (including senior management) who may hold differing and contentious views

Financial

- Be accountable for the management of the costs of the population health programme
- Ensure that there is oversight and alignment between the finance, operational and programme functions to ensure benefits are realised in line with the strategic outcomes (financial and population level) and track the Return on Investment of the delivery of the population health programme
- Ensure compliance with Standing Orders and Standing Financial Regulations in the discharge of the responsibility
- Oversee the development of business cases/funding applications as required with full budget, staffing resource requirements and milestone analysis

Strategic

- The postholder will be part of the ICB’s wider senior leadership team, and will be accountable to the Assistant Chief Executive and a member of the Champs DsPH Board aligning public health system priorities
- The postholder will be able to work across Cheshire and Mersey at all levels of organisations and with the senior leads
- The postholder will deputise for the Assistant CE as required

Resources

- You will work within the ICB and will have the essential admin and financial expertise to support the role. The necessary equipment will be provided for the role.
- Identifying and advocating for the resources required to enable the delivery of transformation priorities and working with key stakeholders to secure this.

Planning and Organising

- You will be a self-starter, be an effective communicator through various means, most of the work will be virtual with some hybrid working
- The postholder will be able to plan and organise their work effectively, whilst being flexible and responsive to changing priorities

Decision Making

- The postholder will report to ICB ACE
- Key decisions will be made through the ICB, ICP and 9 Directors of Public Health

TRAINING AND CPD ARRANGEMENTS

The postholder will be expected to contribute to the training, teaching, and development of specialists and or other staff, with competence to undertake educational supervision when required

The postholder will be expected to maintain and comply with relevant professional CPD, appraisal and registration requirements

MANAGEMENT ARRANGEMENTS & RESPONSIBILITIES

The postholder will be accountable to the ACE. 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 postholder will manage staff designated to them and will manage budgets and be an authorised signatory.

PROFESSIONAL OBLIGATIONS

Participate in the organisation's staff appraisal scheme and quality improvement programme and ensure appraisal and development of any staff for which they are responsible.

Contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and LAs management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality.

Undertake an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate. In agreement with the DPH, contribute to the wider the public health professional system by becoming an appraiser for a specified period of time.

In agreement with the line manager contribute as an appraiser to the professional appraisal system.

Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UKPHR requirements.

It is a duty of a health professional to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters, and public health professionals have a further responsibility to promote good governance and open government.

Public health practice must be carried out within the ethical framework of the health professions.

The postholder will be expected to maintain effective, courageous, and responsible public health advocacy.

These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

PERSONAL QUALITIES

The postholder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance system and organisational cultures. It is expected that the postholder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required.

A high level of tact, diplomacy and leadership is required including the ability work within the local, regional, and national system and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes. The achievement of public health outcomes and the successful pursuit of change are the purpose of this job role and the metric against which performance will be assessed.

The job role holder may be required to undertake other reasonable duties commensurate with the job role descriptor grade as directed by the ICS Assistant Chief Executive.

This job role descriptor will be reviewed regularly and may be subject to amendment or modification at any time after consultation with the post holder. It is not a definitive statement of procedures and tasks but sets out the main expectations of the Service in relation to the post holder's responsibilities and duties.

Elements of this job role descriptor and changes to it may be amended in light of organisational and service requirements.

ADDITIONAL WORK ELEMENTS

Underpinning much of these duties are overseeing public health tasks such as;

- Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population
- Developing prioritisation techniques and managing the application to policies, services and to help resolve issues such as the investment-disinvestment debate
- Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds
- Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities
- A capacity to apply the scientific body of knowledge on public health to the polices and services necessary to improve health and to formulate clear practical evidence-based recommendations
- The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change
- Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform

EXPERIENCE, QUALIFICATIONS, KNOWLEDGE, AND SKILLS

PERSON SPECIFICATION
DIRECTOR IN POPULATION HEALTH

IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland, and Wales which came into force during 2005. Further amended in June 2015, and September 2018

Education/Qualifications	Essential	Desirable
Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists	X	
<i>If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health practice</i>	X	
If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment	X	
Masters in public health or equivalent	x	
Personal qualities		
Strong experienced senior leader adept at leading change in a complex and dynamic environment, with an engaging, adaptable, leadership style which connects with people at all levels	X	
Able to both lead teams and to be able to contribute effectively to teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	
Highly motivated, robust, and resilient, with a 'can do' focus on delivery and the ability to adapt to changing circumstances	X	

Experience		
Delivery of successful change management programmes across organisational boundaries	X	
Evidence of successful resource and financial management, including managing conflicting priorities, formulating budgets, and applying rigorous monitoring and control procedures	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages	x	
Experience of using complex information to explain public health issues to a range of audiences	X	
Significant experience of managing people/teams	x	
Skills		
Exceptional relationship building, relationship management and negotiation skills, with demonstrated ability to influence and persuade at the highest level	X	
Strong senior leader adept at leading change in a complex and dynamic environment, with an engaging, adaptable, leadership style which connects with people at all levels	X	
Excellent communication and inter-personal skills, to relate effectively to key stakeholders (internally and externally) command their respect, trust, and confidence	X	
Strategic thinker with proven leadership skills and operational ability	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	X	
Analytical skills able to utilise both qualitative (including health economics) and quantitative information	X	
Ability to design, develop, interpret, and implement strategies and policies	X	
Knowledge		
In depth understanding of the health and care system and the relationships with both local national government	X	
In depth knowledge of methods of developing clinical quality	X	

assurance, quality improvement, evaluations and evidence based public health practice		
Strong and demonstrable understanding of interfaces between health, social care, and key partners (dealing with wider determinants of health)	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice	X	

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Signed

Date