

A large, stylized blue horse logo is positioned in the background, facing left. The horse is depicted in a rearing posture, with its front legs raised and its mane flowing. The entire image has a solid blue background.

# **Director of Public Health: Kent County Council**

**Kent  
County  
Council**  
[kent.gov.uk](http://kent.gov.uk)



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# Letter to applicant

Dear Applicant

## **Director of Public Health**

I am delighted to be able to write in response to your interest in this critical and senior post at Kent County Council.

This is a key role within the organisation and pivotal to the delivery of our strategic objectives, providing better outcomes for Kent residents, communities and businesses, through the provision of over 300 public services.

Our current Interim Strategic Plan sets out what we want to achieve as an organisation and is centred around five key challenges. As a member of our Corporate Management team, you will be integral in leading and driving the successful delivery of the Plan which has a strong focus throughout on the health and wellbeing of Kent's population, an emphasis on the importance of demand management and prevention and the Authority's role in helping the population make lifestyle choices to help achieve their potential.

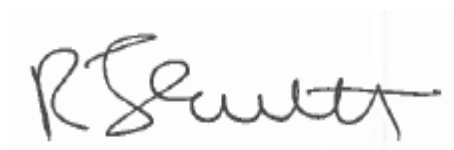
We are keen to work with an exceptional individual who has the energy, ideas and ambition to make a sustained difference to the people of Kent; someone who shares our commitment to improving the quality of life of our residents and is able to maximise their impact through working in partnership across the Council, with the NHS and with other organisations. Our services will be designed as part of a whole system approach along the continuum of need.

This is a great time to join Kent, we are changing for the better and as the biggest County Council in the country there is the opportunity to make a big difference. It's a great county to live in, too, with excellent schools, vibrant cities, golden beaches and stunning countryside.

I do hope that having read the information we have provided, you will be motivated to apply to take

on this role with its profile and magnitude. I look forward to hearing from you.

Yours sincerely

A handwritten signature in black ink, appearing to read 'R Smith', written over a light blue rectangular background.

**Richard Smith**  
**Corporate Director Adult Social Care & Health**

# Introduction to Kent County Council

We are the UK's largest local authority, with a workforce in excess of 30,000 people, including maintained schools, serving a population of 1.4 million. We have various offices in central locations and a large number of service establishments throughout Kent; our corporate office is based in Maidstone.

More than two thirds of our workforce provide services directly to the public – such as domiciliary Care Workers, Classroom Assistants, Social Workers, Teachers, Occupational Therapists, Celebratory Officers and Customer Service Assistants in Libraries.

Our annual budget covers a huge range of services. This translates into a host of interesting roles and career paths awaiting those who want to work in a leading edge public sector organisation.

Visit our website, [www.kent.gov.uk](http://www.kent.gov.uk)

## Aims and objectives

Our focus is to work as one council to design and deliver a cohesive, modern public service offer for all Kent's residents, businesses and communities. This will bring together change projects consistently across the council and create Organisational design opportunities to transform the way we work, including our people, assets, technology, structures and service delivery.

Success in delivering this aspiration will be determined using the following criteria:

- Working beyond the limit of Organisational and service boundaries
- Thinking beyond the limit of our statutory powers
- Building capacity to provide sector and system leadership
- Delivering at both strategic and local scale
- Supporting economic security
- Delivering a cohesive service offer
- Flexibly uses its assets as part of public service design and delivery

The [Strategic Delivery Plan](#) is our business plan for 2020 – 2023. In light of COVID-19 this has been revised to focus on those critical activities for 2020-21.

Our business plan plays an important part in delivering the outcomes of our strategic statement.

Before the pandemic the Council was consulting on its new, [draft 5 year plan](#).. An interim strategic Plan "Setting the Course" was agreed by the County Council in December.

<https://www.kent.gov.uk/about-the-council/strategies-and-policies/corporate-policies/interim-strategic-plan>

# Public Health

The Public Health team work across the Health and Care system with the wider public and voluntary sector to:

- Lead and support the **improvement** of the health of the Kent population
- Lead and support the **protection** the health of the Kent population
- Lead and support the improvement of the **quality, effectiveness** and **access** to, health and care services for the Kent population

These functions are supported by the surveillance and monitoring of the Kent population's health and the critical role the Kent Public Health Observatory team in delivering this through:

- Ensuring NHS Commissioners receive the public health advice they need both at strategic and local level to plan, commission and deliver effective health services.
- Taking steps to protect the health and wellbeing of the population, working with strategic partners such as the NHS, Public Health England, Kent Police, Kent Resilience Forum and other statutory partners. This includes warning and informing the public on population health threats such as extreme weather.
- Supporting Kent County Council to commission highly quality and effective health improvement services and programmes.
- Securing and delivering health research programmes that support public health research locally.
- Planning the delivery of health services and health improvement services through production of Joint Strategic Needs Assessment (JSNA), needs assessments and contributing to the development of strategic plans.
- Providing the training of public health specialists, improving public health knowledge in the wider workforce, and working with the new Kent & Medway medical school, to ensure undergraduate students understand public health concepts and population health.
- Develop and run public health campaigns aimed at improving and protecting the health of the population

# Political Arrangements

The County Council has 81 councillors and elections take place every four years.

The political composition of the County Council is currently as follows:

Conservative	62 members
Labour	7 members
Liberal Democrat	6 members
Green Party	4 Members
Independent Groups	2 members

The Leader of Kent County Council is Roger Gough.

There is a Cabinet of Executive Members which meets regularly to debate policy issues and make key decisions. The Cabinet comprises of:

Roger Gough	Leader of Kent County Council
Peter Oakford	Deputy Leader and Cabinet Member for Finance, Corporate and Traded Services
Clair Bell	Cabinet Member for Adult Social Care and Public Health
Susan Carey	Cabinet Member for Environment
Sue Chandler	Cabinet Member for Integrated Children's Services
Mike Hill OBE	Cabinet Member for Community and Regulatory Services
Shellina Prendergast	Cabinet Member for Education and Skills
David Brazier	Cabinet Member for Highways and Transportation
Bryan Sweetland	Cabinet Member for Communications, Engagement, People and Partnerships
Derek Murphy	Cabinet Member for Economic Development

# Structure of KCC

The structure of the organisation is as shown at

[https://www.kent.gov.uk/\\_data/assets/pdf\\_file/0003/12963/Senior-management-structure-chart.pdf](https://www.kent.gov.uk/_data/assets/pdf_file/0003/12963/Senior-management-structure-chart.pdf)

The Senior Officer team consists of six Corporate Directors. For more information on the

Corporate Management Team please follow this <https://www.kent.gov.uk/about-the-council/how-the-council-works/corporate-management-team>

The four directorates are as follows:

## **Adult Social Care and Health**

The Directorate commissions and provides a range of services to improve outcomes for older and vulnerable adults, including those with mental health issues or disabilities, and their families. The Directorate supports vulnerable adults to live independently by promoting their wellbeing and supporting their independence. Services for adult mental health and learning disability already work in integrated teams with NHS colleagues and as a key partner in the Kent and Medway ICS we are developing multi-disciplinary teams within communities to support local care.

Responsible for services that include:

Public Health, Adults Central Referral Unit, Adult Community Teams, Safeguarding and quality, Kent Enablement at Home, Sensory and Autistic Spectrum Conditions Service, Integrated/Registered Care Centres, Day Centres, Community Learning Disability Teams, In-House Provision, Mental Health Services.

## **Growth, Environment and Transport**

The Directorate comprises a range of key frontline, strategic, policy and commercial functions, and plays a major role in making Kent a better place to live, work and visit. The services provided, and the future the directorate helps to shape, affects every household in Kent. This includes strategic responsibility for the future of the county in terms of planning, economic development, transport policy, and major transport improvement schemes, waste disposal and recycling services. In addition, GET manages country parks; libraries; and delivers enforcement services including trading standards, community safety and emergency planning.

Responsible for services that include:

Highways, Transportation & Waste, Regulatory Services, Economic Development, Community Safety & Emergency Planning, Libraries, Registration & Archives, Sport & Country Parks, Arts including Kent Film Office, Development Planning, Planning Applications, North Downs Areas of Outstanding Natural Beauty, Flood Risk & Environment, Sustainability & Climate Change and Heritage Conservation

## **Children, Young People and Education Directorate**

This Directorate combines and integrates the statutory responsibilities of Specialist Children's Services together with Education services and the targeted and universal services for children and young people within Early Help and Preventative Services. There is a strong focus on alignment of resources to help ensure achievement of one of the key County Council strategic outcomes: 'Every child and young person in Kent gets the best start in life'. To improve outcomes for children and young people, services within the Directorate are working together with relevant partners to deliver the vision set out in the Children and Young People's Services Integration Programme.

### **Responsible for services that include:**

Children's Social Care, Adoption & Fostering, Standards & School Improvement, Skills & Employability, Early Years and Childcare, Provision Planning, Fair Access, Educational Psychology, SEN Assessment & Placement, Youth Justice, Outdoor Education Centres, Children's Centres and Youth Hubs, Inclusion & Attendance, Early Intervention and Community Learning & Skills and Disabled Children and Young People Teams.

## **Strategic and Corporate Services**

The Directorate supports the delivery of our front line services. The Directorate leads and co-ordinates major change, Organisational design and development and provides a critical client and contracting role with our trading companies including legal and customer contact. It provides Organisational wide governance, financial management and a major contribution to our political and external relationships.

### **Responsible for services that include:**

Engagement, Communications, Organisation Design & Development, Finance, Governance & Law, Infrastructure – ICT and Property, Policy & Business Intelligence Strategic Commissioning including Procurement.



# Job Description

**Directorate:** Adult Social Care and Health

**Grade:** KR17

**Salary Range:** £98,804 to £117,432

**Responsible to:** Professionally accountable to the Council (and the Secretary of State for Health through Public Health England. Managerially to the Corporate Director Adult Social Care and Health

**Hours:** Full time

**Workbase:** Sessions House, Maidstone

Key Relationships:

- Cabinet/Portfolio holder
- Senior Management Team
- Local NHS bodies including Clinical Commissioning Groups
- Public Health England
- Health and Wellbeing Board
- Local Resilience Forum
- NHS England
- District and borough councils
- The public and the press

## Job Summary:

The Director of Public Health is the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such, the Director of Public Health is a statutory chief officer of the authority and the principal adviser on all health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health. Section 73A(1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, gives the Director of Public Health responsibility for:

- all of their local authority's duties to improve public health
- any of the Secretary of State's public health protection or health improvement functions that s/he delegates to local authorities, either by arrangement or under regulations – these include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act

- exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health
- their local authority's role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders
- such other public health functions as the Secretary of State specifies in regulations
- producing an independent annual report on the health of local communities

In order to deliver their responsibilities on behalf of the residents of Kent the DPH will need to be a visible system leader in the health and wellbeing partnership arrangements. The DPH will be expected to use all the resources at their disposal to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities in Kent. Working with local communities, they should be able to inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities whilst at the same time maintaining the confidence of Councillors and government.

In addition, the DPH will be a member of the Corporate Management Team working closely with Cabinet Members. The Corporate Management Team will work together to enable corporate responsiveness to elected members; secure the best approach to resource stewardship for the council's budget and finances; ensure that overall management attention, effort and controls are commensurate to risk and opportunity across the council's functions and activities; and enhance the reputation of Kent as a place as well as Kent County Council as the democratic agent of change in the region.

### **Job purpose and key responsibilities**

The fundamental purpose of the postholder is to provide the leadership to drive improvements in the health and wellbeing of the residents of Kent, to reduce inequalities in health outcomes and working in collaboration with PHE to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards. In delivering the key responsibilities described below, the postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies (Appendix 1) and the person specifications (Appendix 2).

- a) Support the Head of Paid Services and Councillors in developing and delivering the Council's strategic agenda
- b) Be the chief officer and principal adviser on public health to the Council, local communities and local partners
- c) Operate strategically as a member of the corporate management/executive board and across the Council influencing policy and practice.
- d) To deliver commission, and or deliver services which are effective, value for money and meet quality standards.
- e) To act as a leader across the local system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and

evaluation.

- f) Utilise the public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
- g) Accountable for both the shaping and delivery of the Health and Wellbeing agenda taking account of the national agenda and benchmarking (using the national outcomes frameworks; public health, NHS and social care).
- h) Deliver an independent annual report on the health and wellbeing of local communities for publication by Kent County Council, to stimulate debate and/or action by the Council and partners.

In delivering the responsibilities outlined above, the postholder and their team will undertake the following tasks:

### 1. Strategic Leadership

- Delivery of a system to support surveillance, monitoring and evaluation of health and wellbeing and inequalities in health outcomes of local communities (including an easily accessible Joint Strategic Needs Assessment System)
- Ensure all activity undertaken by the Council takes account of both, the need to reduce inequalities as well as the requirements of the Equality and Diversity Act.
- To ensure scientific principles are applied to assessing need, exploring interventions and assessing progress of the Council's strategic agenda.
- Ensure as a core member of the Health and Wellbeing Board and in partnership with the wider Council's, partners and the public, the development of plans to enable local communities to become healthy, sustainable and cohesive
- Ensure a programme of action (both within and outwith the Council) to impact on the wider determinants of health that will promote improvements in health and wellbeing of local communities and reduction in health inequalities.
- Provide assurance that the health protection system for local communities is fit for purpose.
- To work closely with Directors responsible for people (children, vulnerable communities and older people) to ensure to develop, implement and maintain a "fit for purpose" integrated strategy which meets the needs of local communities and is cogent with the national approach.
- Collaborate across organisational boundaries to ensure communities in Kent benefit from population health and care programmes (development of sustainable transformation plans).

### 2. Directorate Specific Accountabilities

- To be an advocate for improving health and wellbeing and reducing health inequalities
- Exercise the statutory responsibilities including the delivery of the mandated services
- To advise Kent County Council on its statutory and professional public health

obligations.

- Work with PHE and NHS England to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards
- Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in Kent County Council and reduce health inequalities.
- Ensure that the Council has implemented its EPRR responsibilities and through Co-chairing of the Local Health resilience Forum, that partner organisations (PHE, NHS England and the CCGs) have delivered their EPRR responsibilities.
- Work in partnership with CCGs and Directors of Social Care to take responsibility for Population Health and Care; including oversight and promoting population coverage of immunisation and screening programmes
- Provide public health advice (the core offer) to CCGs supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.
- Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities
- Collaborate across local authority boundaries to ensure residents of Kent benefit from population health and care programmes (e.g. through Sustainable Transformation Plans ).

### 3. Resource Management

- To be accountable for the budget including reporting on the use of the public health ring fenced grant.
- To manage Council resources (People, property, information and finance) imaginatively and efficiently.
- Manage public health staff and ensure that they are able to influence in such a way as to ensure health and wellbeing in its fullest sense is central to Kent

### 4. Commissioning

- Ensure services for improving health and wellbeing of local communities are commissioned within the Council policy for procurement and monitoring system and are responsive to the needs of the communities in Kent and over time.
- To set the framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
- To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

### 5. Advocacy

- Develop a constructive relationship with the media and the public, within the context of the Council Communications policy.

- To use the Faculty of Public Health, the LGA, the ADsPH, PHE and other channels to advocate for the public's health.

## Management arrangements

The Director of Public Health will be professionally accountable to the Council (and Secretary of State for Health through Public Health England) and managerially accountable to the Corporate Director, Adult Social Care and Health. An initial job plan will be agreed with the successful candidate and reviewed annually.

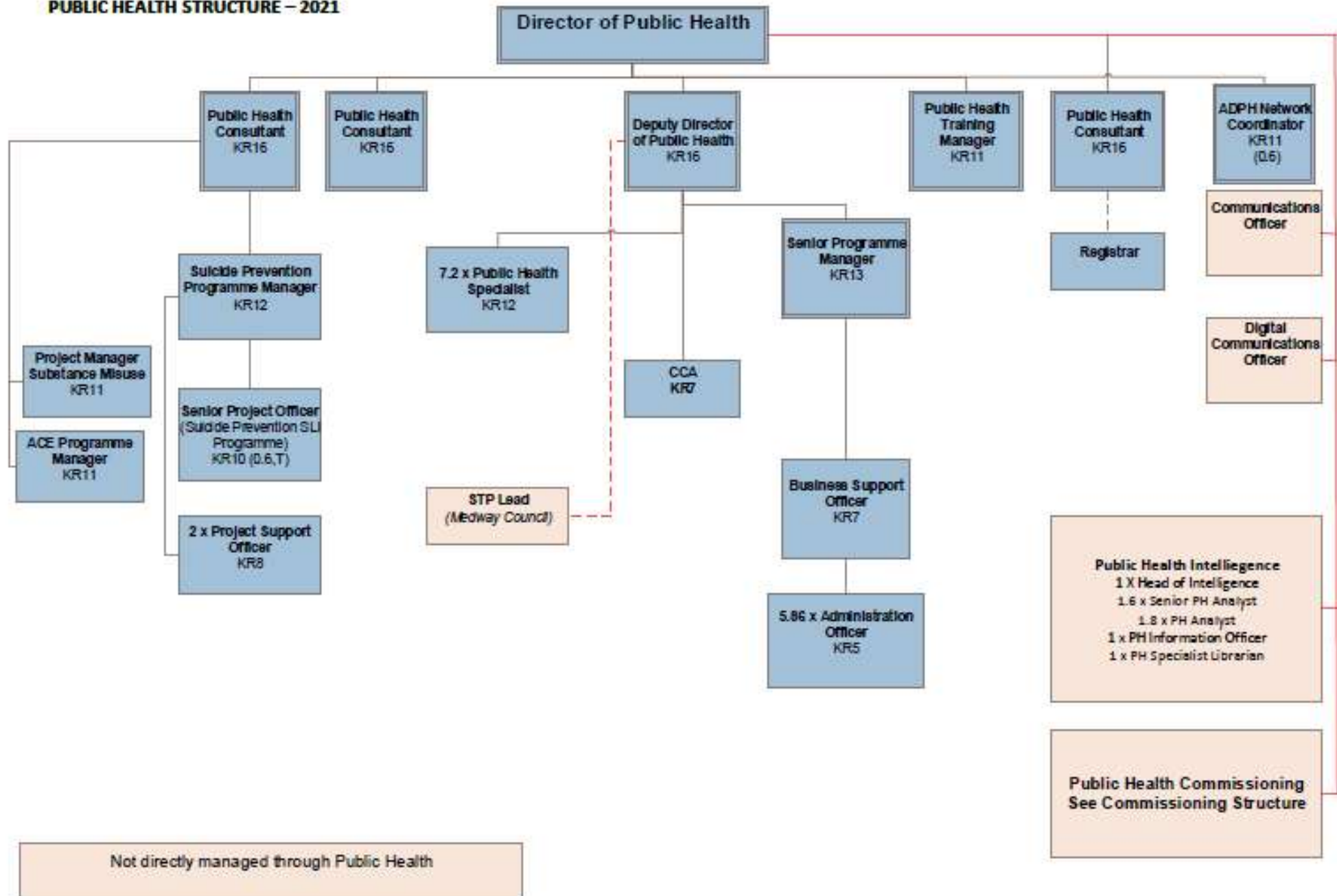
The Director of Public Health will:

1. Manage approximately 30 staff (including trainees) including the direct line management of:
  - 1 x Deputy Director of Public Health
  - 3 x Public Health Consultants,
  - 1 x Public Health Training Manager,
  - 1 x ADPH Network Coordinator.

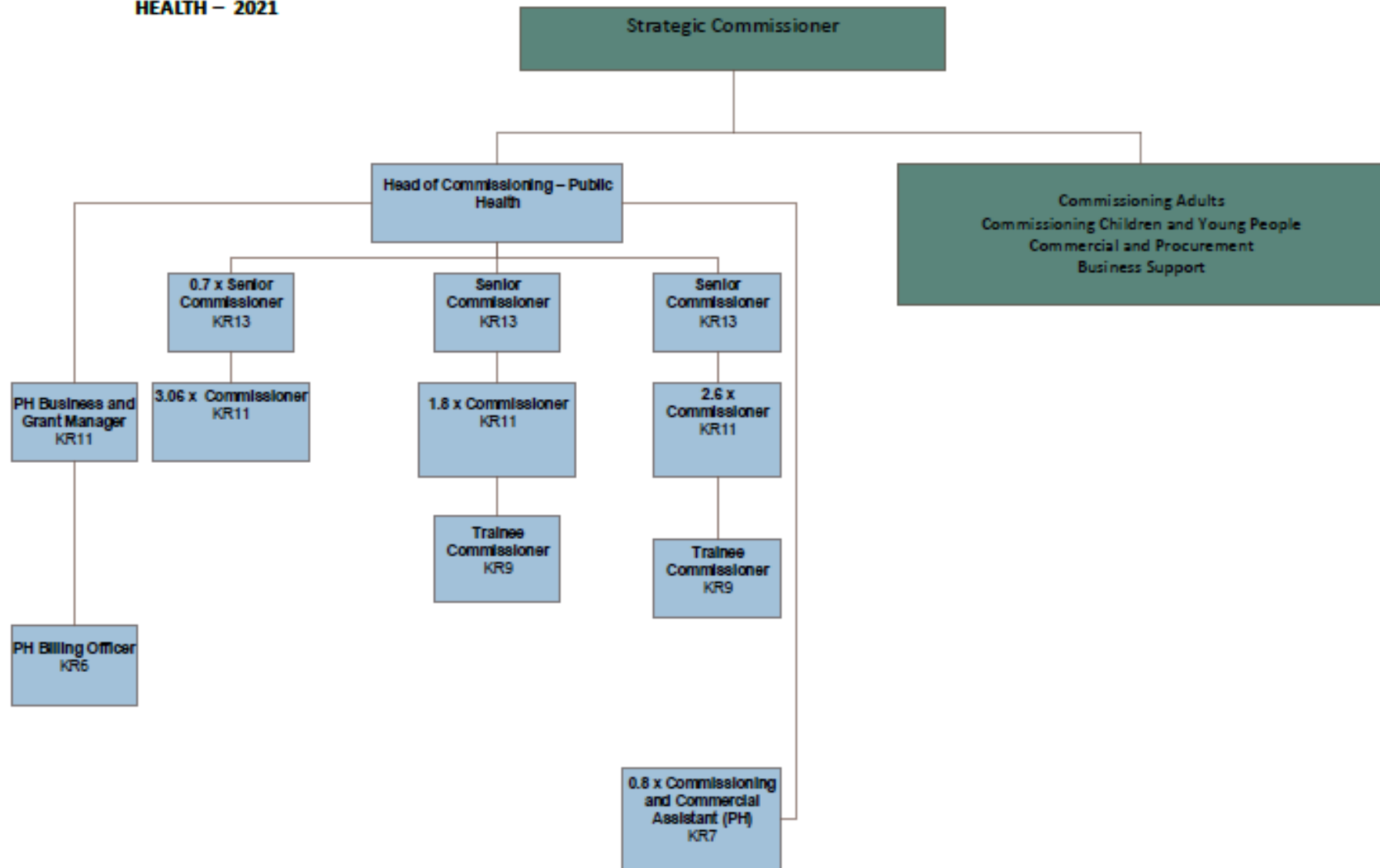
Take appropriate responsibility for recruitment, appraisal, disciplinary and grievances matters.

2. Sign off the Resource Accountability Statement and oversee the spend. £71.4m which includes the LA PH Ring fenced Grant for which the DPH is constitutionally responsible for plus almost £2m of income which relates to various additional projects such as research projects with the EU, joint posts and programmes with the NHS (Kent and Medway CCG) and income from other LAs in the Southeast to support the PH SE ADPH network and Sector Lead Improvement.
3. Take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements
4. Ensure appropriate management and support for Specialty Registrars (in Public Health)
5. Play a significant role in the ICS Partnership Board and on the ICS NHS Body. They will be expected to support, inform and guide approaches to population health management and improvement in the ICS

## PUBLIC HEALTH STRUCTURE – 2021



**COMMISSIONING STRUCTURE PUBLIC  
HEALTH – 2021**



## Professional obligations

Professional responsibilities will be reflected in the job plan. The Director of Public Health will be expected to:

1. Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.
2. Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
3. Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.
4. Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation or other measures required to remain on the GMC/GDC Specialist Register with a license to practice or the UK Public Health (Specialist) Register or other specialist register as appropriate.
5. Practice in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified).
6. Agree any external professional roles and the time required to deliver those roles with the Council.



# Person Specification

## Competencies and other requirements

<b><u>Behaviours</u></b>	<b><u>Recruitment and selection</u></b>
<p><b>Leadership</b> Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the County Council and consistent with Government policy and takes account of social and economic trends. This is about role modelling through their own actions the types of behaviours expected of others in creating a high performing public health culture.</p> <ul style="list-style-type: none"> <li>• Developing an effective PH team with appropriate skill mix to enable the Authority to deliver its full range of PH responsibilities</li> <li>• Developing effective relationships with elected members to ensure a coherent PH vision and operational plan</li> <li>• Work with fellow directors to enable/ensure public health perspective/principles underpin all aspects of LA delivery</li> <li>• Work with communities and media to ensure needs of local communities are made explicit and addressed by the H&amp;WB</li> <li>• Deliver the independent annual report of the DPH in such a way as to compel all members of the H&amp;WB to take action</li> </ul>	CV and Interview
<p><b>Community and population focus</b> It means working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals. This is seen by:</p> <ul style="list-style-type: none"> <li>• Actively seeking to understand the communities that are served and promoting and demonstrating an active commitment to meet their needs</li> <li>• Setting new standards for innovation in commissioning and delivery of services that anticipate and exceed expectations</li> <li>• Engaging with a wide range of stakeholders and partners to gather and evaluate information and make collaborative judgements and decisions</li> <li>• Making timely and where needed, difficult decisions for the benefit of the people of Kent</li> </ul>	Application form Interview
<p><b>Results Focus</b> Co-development of a model of health with local stakeholders</p>	

<p>(including local communities) and the metrics to support; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework.</p> <p>This is seen by:</p> <ul style="list-style-type: none"> <li>• Acknowledging and working with ambiguity and complexity, making significant decisions where no precedents exist</li> <li>• Ensuring a best practice performance culture is developed and sustained</li> <li>• Setting, communicating and monitoring stretching organisational objectives and objectives</li> <li>• Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them</li> <li>• Formulating risk management plans and creating a positive health and safety culture</li> </ul>	<p>Interview</p>
<p><b>Improvement and Change</b></p> <p>Developing and sustaining a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance. This is seen by:</p> <ul style="list-style-type: none"> <li>• Taking risks and moving into uncharted territory while taking accountability for results and failures</li> <li>• Welcoming the inevitable mistakes as part of the creative process</li> <li>• Suggesting the unthinkable to stimulate alternate ways of thinking</li> <li>• Focusing team performance on the achievement of outcomes that will maximise the resources available</li> <li>• Finding new ways of securing or deploying significant amounts of financial resource to meet new objectives</li> <li>• Advocating and role modelling the use of evaluation techniques to support innovation</li> </ul>	<p>Interview</p>
<p><b>People Development</b></p> <p>Knowing and managing the strategic talent requirements for the organisation. It is about promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers. This is seen by:</p> <ul style="list-style-type: none"> <li>• Holding direct reports accountable for people development generally and specifically for releasing high performers for personal development</li> <li>• Articulating the many long-term benefits of talent management and developing the talent pools required for succession</li> <li>• Ensuring comprehensive workforce plans are in place</li> </ul>	<p>Application form Interview</p>

<b>Functional competencies</b> <ul style="list-style-type: none"> <li>• Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice.</li> <li>• Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. Provides advice on the more complex instances</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams.</li> </ul>	Application form
<b>Qualifications</b> <ul style="list-style-type: none"> <li>• Inclusion in the GMC Full and Specialist Register with a licence to practise/GDC Specialist List (or be eligible for registration within six months of interview) or</li> <li>• Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)</li> <li>• 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</li> <li>• Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion in the GMC/GDC/UKPHR specialist registers</li> <li>• If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of</li> </ul>	Application form

<p>Training (CCT), or be within six months of award of CCT by date of interview</p> <ul style="list-style-type: none"> <li>• If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT</li> <li>• MFPH by examination, by exemption or by assessment</li> </ul>	
<ul style="list-style-type: none"> <li>• Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body</li> </ul>	Application form

<b><u>Knowledge, experience and skills</u></b>	<b><u>Recruitment and selection</u></b>
<ul style="list-style-type: none"> <li>• Understanding of NHS and local government cultures, structures and policies</li> </ul>	Interview
<ul style="list-style-type: none"> <li>• Understanding of social and political environment</li> </ul>	Interview
<ul style="list-style-type: none"> <li>• Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Practical experience in facilitating change</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Budget management skills</li> </ul>	Application form
<ul style="list-style-type: none"> <li>• Successful track record of making a significant contribution at a senior strategic level in local government, or other relevant complex and diverse organisation(s), promoting and delivering key strategic services with proven experience of using professional expertise and judgement to develop and deliver strategic objectives and expected outcomes</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Extensive experience of working, influencing and engaging at a local and national political level</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Able to work collaboratively and inclusively as a member of the Council's senior team, taking shared responsibility for the work and success of the directorate and the Council.</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Able to develop, understand and articulate strategic 'big picture' issues, identify and maximise linkages across both KCC and partner organisations and set clear direction and goals in order to deliver effective long-term strategies designed to deliver the Council's aims</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Able to establish strong positive relationships across the organisation at all levels, in order to provide effective leadership and direction including a relationship of both personal and professional</li> </ul>	Application form Interview

credibility and trust with elected Members	
<ul style="list-style-type: none"> <li>• Able to establish strong positive relationships with partners at a strategic professional and political level both locally and nationally in order to ensure the Council's priorities are understood and accepted</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Able to demonstrate effective motivational strategic leadership and vision to staff at all levels including a positive attitude to change and to inclusion and diversity in order to maintain and develop services in a constantly changing environment</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Able to demonstrate a high level of personal resilience, challenge and focus in order to ensure the whole organisation delivers the right services in the right way</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• Ability to manage and control large complex budgets and demonstrate value for money for customers with a strong focus on maximising a return on investment</li> </ul>	Application form Interview
<ul style="list-style-type: none"> <li>• The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle</li> </ul>	Application form
<ul style="list-style-type: none"> <li>• This position is subject to a criminal records disclosure check</li> </ul>	YES
<ul style="list-style-type: none"> <li>• This is a politically restrictive position</li> </ul>	YES

# Faculty of Public Health competencies expected of all public health consultants/specialists

All consultants irrespective of their background are expected to be proficient in the competencies set out below.

**I. Use of public health intelligence to survey and assess a population's health and wellbeing**

*To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.*

**II. Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations**

*To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.*

**III. Policy and strategy development and implementation**

*To influence and contribute to the development of policy and lead the development and implementation of a strategy.*

**IV. Strategic leadership and collaborative working for health**

*To use a range of effective strategic leadership, Organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.*

**V. Health Improvement, Determinants of Health, and Health Communication**

*To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.*

**VI. Health Protection**

*To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response.*

**VII. Health and Care Public Health**

*To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness*

*and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.*

#### **VIII. Academic public health**

*To add an academic perspective to all public health work undertaken. Specifically to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.*

#### **IX. Professional, personal and ethical development**

*To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify behaviour and to practice within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.*

#### **X. Integration and application for consultant practice**

*To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior Organisational levels, to deliver improved population health in complex and unpredictable environments.*

The DPH as a public health leader is expected to have both the technical expertise as well as the ability to use those techniques to both, lead and support the development of complex solutions to improve the health and wellbeing of local communities. In addition, they are expected to have skills and the attitudes to be able to present the results of applying their technical expertise so that they are understandable and stimulate actions by a range of individuals and organisations.

# Organisational Responsibilities

All Corporate Directors, Directors and Heads of Service have an explicit responsibility to work as part of a team to deliver, collectively, the agenda of the County Council. These are fundamental elements of their role not an addition and are summarised as follows

## Whole Council

- Seek to improve the lives of all residents in Kent and the economy of Kent
- Act as corporate parent to the Council's Looked After Children
- Take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met
- Understand, communicate and contribute to the delivery of KCC's strategic aims
- Meet statutory obligations and promote and ensure compliance with policies and procedures and the Council's Code of Conduct (Kent Code)
- Advise elected Members and support the democratic process
- Promote the Council brand and enhance the overall reputation of the Council
- Understand and monitor the measures of performance, including customer insight, which define successful outcomes for KCC services
- Maintain and ensure a relentless focus on the customer
- Act to support the Council-wide need to deliver services within budget, thereby avoiding an overspend that could damage the financial viability of the Council
- Overcome professional and service silos to achieve the County Council's objectives

## Integration of Services

- Focus resources where they have the biggest impact
- Deliver services that are flexible and adaptable
- Integrate services within KCC and work with partner agencies to ensure a seamless customer experience
- Fully and inclusively engage all staff in the delivery of services, demonstrating the Council's leadership values and competencies

## Embedding Commissioning and Engaging Relevant Markets

- Establish an outcome focused organisation
- Meet the financial regulations and standing orders of KCC
- Challenge the status quo and engage with the market to constantly improve
- Ensure all services are delivered effectively and efficiently
- Proactively and continuously seek to improve service delivery
- Proactively manage risk to avoid inertia whilst not exposing the Council to needless and avoidable challenge or loss



## Managing Change

- Understand and support the Authority's overall change agenda
- Deliver required outcomes of service specific change on time and to budget
- Understand the quality of staff, support their development, nurture those with talent
- Identify the skills for the future and the level of staff through robust workforce planning
- Identify and deal with underperformance
- Deliver to agreed budget and income targets

# Kent Values

Kent County Council aspires to a culture which is:

**Flexible/agile** - willing to take (calculated) risks and want people that are flexible and agile

**Curious** - constantly learning and evolving

**Compassionate and Inclusive** - compassionate, understanding and respectful to all

**Working Together** - building and delivering for the best interests of Kent

**Empowering** - Our people take accountability for their decisions and actions

**Externally Focused** - Residents, families and communities at the heart of decision making

The values that underpin and align with this are:

- We are brave. We do the right thing, we accept and offer challenge
- We are curious to innovate and improve
- We are compassionate, understanding and respectful to all
- We are strong together by sharing knowledge
- We are all responsible for the difference we make

As a senior leader you will be expected to role model and drive the Council's cultural aspiration and its related values. In doing this the leadership traits we expect of you are:

- Courage and integrity
- Making a difference – sense of purpose
- Compassion and inclusion – community leadership
- Drive for results -
- Curiosity and learning

# Working for Kent County Council

## Salary and Status

This post is offered as a permanent contract.

The appointment will be subject to 3 months' notice.

KCC pays salaries to bank accounts on the 25th of the month unless this falls on a weekend or public holiday.

## Terms and Conditions

The appointment is subject to the terms and conditions contained within the Kent Scheme of Conditions of Service.

30 days annual leave is provided excluding Bank Holidays. You will also receive paid time off for public holidays plus a concessionary day at Christmas.

An excellent relocation package is available to assist with costs, including removal companies, temporary lodgings and professional expenses.

The postholder will be expected to provide a car for official journeys.

## Personal Interests

Kent County Council policy requires all employees to declare membership of any organisation that falls within the following definition:

Any lodge, chapter, society, trust or regular gathering or meeting, which:

- is not open to members of the public who are not members of that lodge, chapter, society or trust;
- includes in the grant of membership an obligation on the part of the members to make a commitment (whether by oath or otherwise) of allegiance to the lodge, chapter, society, gathering or meeting; and
- includes, whether initially or subsequently, a commitment (whether by oath or otherwise) of secrecy about the rules, membership or conduct of the lodge, chapter, society, trust, gathering, or meeting

A lodge, chapter, society, trust, gathering or meeting as defined above, should not be regarded as a secret society if it forms part of the activity of a generally recognised religion.

## Pensions

The post holder will have the choice of contributing to **an appropriate Public Sector Pension Scheme** Further details will be available for the successful applicant.

## **Politically Restricted Posts**

This is a politically restricted post which means that the post holder cannot stand for public elected office (other than to a parish council) and is subject to further restrictions on more general political activity.

## **Whole Time Employment**

The person appointed will be required to devote their whole time service to the work of Kent County Council and should not engage in any other business without the express consent of the County Council.

## **Health and Safety Policy**

The County Council recognises and accepts its responsibility as an employer, and will take positive action to ensure the health, safety and welfare of all employees and other persons who may be affected by its operations, by providing safe working conditions and a healthy and safe working environment.

## **Sickness Provision**

Our sickness benefit scheme exceeds statutory requirements. Actual paid absence depends on how long you have worked for KCC and the circumstances of your absence. For example, after 6 years' service your benefit would be 6 months full pay and 6 months half pay.

## **Training and Development**

KCC is committed to supporting staff to reach their full potential through annual appraisal and personal development plans, enhanced by a range of career development opportunities.

Managers from KR9 to KR20 will be required to undertake our Kent Manager standard programme within the first year of employment.

## **Green Travel**

Our Green Travel Plan is exploring alternative modes of transport to improve travel choice and reduce congestion and pollution. This includes:

- Car sharing and emergency taxi home.
- Discounted fares, free tickets, trip planning and improved travel information.
- Pool car and bikes

## **Other benefits**

KCC offers a range of family friendly policies including:

- A generous maternity scheme

- Emergency leave
- Parental leave
- Special leave
- Help Fund – all employees have the opportunity both to pay into the fund and to apply for help from it when experiencing financial hardship
- An in-house confidential counseling service and Occupational Health Service
- Kent Rewards - discounts at over 1,200 retailers ranging from reduced rates at Health Clubs to house and car insurance to holidays

### **Living in Kent**

With great schools, vibrant cities, golden beaches, and stunning countryside Kent has lots to offer you. Find out more about [locations in Kent](#).

# Selection Process

## How to Respond

To apply please email your C.V and a supporting statement to [karen.edwards2@kent.gov.uk](mailto:karen.edwards2@kent.gov.uk)

For further information, please contact Richard Smith, Corporate Director, Adult Social Care & Health on 03000 416838.

## Closing Date

This post will close at midnight on Sunday 12 September 2021.

## Selection Process

Candidates shortlisted will be invited to attend an Advisory Appointments Committee week commencing 27 September 2021 and a Member Panel week commencing 11 October 2021.

As part of the interview process for this role you will be required to complete an occupational personality questionnaire and telephone feedback session.

It is likely that part of the assessment process will be held remotely rather than face-to-face. We will keep you up to date with any changes.