



Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

Post Details	
Job Title	Deputy Director of Public Health
Job Reference	
Service	Public Health
Team	Covering the whole of public health
Location	Shute End, Wokingham, Berkshire - hybrid working arrangements
Reports to	Director of Public Health
Responsible for	Senior Public Health Programme Officer (Health Protection), Senior Public Health Commissioning Manager, Management Support Officer, Administrative Assistant to the Director of Public Health, Business Support Officer and others as required.
Grade	Service Director
Contract Type	Permanent
Hours	Full time

Main Accountabilities	
1.	To provide leadership for business and financial planning across the directorate. To ensure that we have clear business plans in place to deliver against must dos and our key priorities. Ensure that corporate and partner request for financial, workforce, KPI etc reporting, are deliver in a clear, accurate and timely manner. Overseeing the business support team for the Directorate and ensuring business support needs are fairly met.
2.	To develop new approaches to delivering public health requirements in the Council plan and in the Health and Wellbeing Strategy, leading to system ownership of measurable SMART goals, increased partner engagement in delivering the strategy and improved outcome measures.
3.	To offer leadership for commissioning governance processes across the directorate, to include setting up and chairing regular meetings, to ensure oversight of all commissioned service, ensuring compliance and senior and member approvals. Also developing cross directorate working and connections, to reduce duplication, minimise gaps and maximise synergies between commissioned services. To ensure that opportunities for corporate social responsibilities are taken through our commissioned services. To work with our commissioned services to reduce risks and improve quality, with sharing of good practice between commissioners and services.
4.	To lead on all aspects of health protection, ensuring that there is robust planning for public health emergencies, including pandemic planning. To lead and participate in emergency planning exercising as required. To respond to public health incidents in





	liaison with UKHSA, health service commissioners and providers and any other partners as necessary. To participate in planning and delivery to improve screening and immunisation uptake and to reduce inequalities in uptake.
5.	To lead the development and implement plans to improve population mental health across Wokingham, in collaboration with partner agencies and engagement with our population.
6.	To develop and implement plans to improve public health workforce capacity and capability.
7.	To oversee the development of approaches to improve public health outcomes through primary care providers. Developing relationships with primary care providers and their representative bodies. Improving the commissioning and quality of NHS Health Checks, improving uptake and reducing inequalities. Identifying opportunities to improve public health outcomes through the breadth of primary care providers.

Appendix 1: Faculty of Public Health: competencies expected of all public health consultants / specialists. (Based on the 2022 PH Specialty Training Curriculum)

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 from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence 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 be able 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, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.
- 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. To understand how those risks





associated with hazards relevant to health protection may be influenced by climate change and environmental degradation currently and in the future.

vii. Health and Care Public Health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness, sustainability 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 practise 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. 10. 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 role 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. These will include but are not limited to

Participate in the organisation's staff appraisal scheme and quality improvement programme and ensure appraisal and development of any staff for which s/he is 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 In agreement with the DPH, becoming an Educational Supervisor.

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 or practitioner appraiser for a specified period of time.

In agreement with the DPH contribute as an appraiser or practitioner 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.

Contribute to medical professional leadership within the health system.

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 post-holder will be expected to maintain effective, courageous, and responsible public health advocacy.

In addition to the above the postholder will receive a job plan, in advance of taking up the post and the job plan will be reviewed as part of the annual job planning process.

Person Specification

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

Essential Criteria

Assessed
By:

Education/Qualifications	
Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)	D
<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>	D
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 <i>[see shortlisting notes below for additional guidance]</i>	D
If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT <i>[see shortlisting notes below for additional guidance]</i>	D





Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	I
MFPH by examination, by exemption or by assessment	D
Personal qualities	
Able to influence senior members including directors and CEOs	I
Able to work with political members and a variety of external and internal partners to manage competing priorities	I
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	I
Commitment to work within a political system irrespective of personal political affiliations	I
Experience	
Significant senior level experience and insight within the public sector with a strategic leadership role	I
Delivery of successful change management programmes across organisational boundaries	A
Experience of using complex information to explain public health issues to a range of audiences	A
Skills	
Strategic thinker with proven leadership skills with political and operational acumen	I/A
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	I/A
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	I/A
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	A
Ability to design, develop, interpret and implement strategies and policies	A
Knowledge	
In depth understanding of the health and care system and the relationships with both local national government	I
In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice	A





Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	I
Understanding of the public sector duty and the inequality duty and their application to public health practice	A
This is a Politically Restricted Post	

Desirable Criteria

Assessed
By:

Education / Qualifications	
Master's in Public Health or equivalent	D
Experience	
Media experience demonstrating delivery of effective health behaviour or health promotion messages	I

Purpose Details	
Service Purpose	<p>The central aim of the Public Health department in Wokingham is to improve the health of local residents, reduce avoidable differences in health and to support residents to make positive health choices. This includes working to protect the health of residents from communicable diseases.</p> <p>Within Wokingham Borough Council the Public Health Team play a key role within and for the Council, working in partnership with colleagues and partner agencies to improve health and wellbeing through the development, implementation and coordination of public health work based on local health need.</p>
Role Purpose	<p>The role of the post is to support and deputise for the Director of Public Health. Leading on business planning, commissioning governance and health and wellbeing strategy delivery, as well as taking leadership for some key areas of public health areas such as health protection and public mental health.</p> <p>The team work closely with colleagues across the Council and with external colleagues in health, voluntary sector as well as residents of the Borough. The central aim of the Public Health department in Wokingham is to improve the health of local residents, reduce avoidable differences in health and wellbeing and to support residents to make positive health choices. The DDPH will be part of the senior management team within public health, leading on the delivery of this central aim. The post holder will work collaboratively to deliver the strategic objectives of both the Council and the Health & Wellbeing Board, address the building blocks of health and wellbeing, and reduce the inequalities in health and wellbeing that exist for residents locally.</p> <p>The post holder will be expected to work with elected members and the executive team. They will also be expected to lead and improve services or environments, able to influence across the health and social care system, as well as advocate for change effectively so as to improve health outcomes.</p>





The post holder will also work with Directors and Consultants in Public Health in the other BOB ICB colleagues to maximise opportunities to improve health and reduced inequalities through the NHS.

Resources/Budget Management

The post holder will support the Director in managing the whole of the Directorate resource. This will include the PH grant allocation (for 2025/26 this was £6.4m) as well as addition grants received by the Directorate. The post holder will also support the Director in ensuring appropriate grant governance.

Special Requirements

The post is hybrid and will require regular attendance at Wokingham Borough Council offices and other venues as necessary. As the most senior person in the authority for health and wellbeing, out of ours work and flexibility will be required.

Occupational Health Risk Assessment

Details

Skin/Respiratory Sensitisers	N
Working at Height	N
Exposure to Noise (>80-85dB)	N
Confined Spaces	N
Frequent Display Screen Equipment Use	Y
Driving for Work	Y
Hand Arm Vibration	N
Lone Working	N
Healthcare/Social Contact with Patients	N
Blood Borne Viruses Exposure	N
Food Handling	N





Working with Animals	N
Specialised Medical Screening	N
Night Working	N
Safety Critical Work	N

Nature of the Role	Details
Healthcare or Hospital Work	N
Working with Children (under 18)	N
Working with Elderly/Disabled Adults	N
Work Environment Details	Hybrid working with attendance at a variety of settings as required

Role Involvement	Details
Working with Children	N
Working with Vulnerable Adults	N
Both of the Above	N
Providing Care/Supervision for Children	N
Providing Care/Supervision for Vulnerable Adults	N
Both of the Above	N
None of the Above	Y

Disclosure and Barring Service (DBS)	Details
DBS Requirement	Basic DBS required
Eligibility Tool	Find out which DBS check is right for your employee - GOV.UK (Find out which DBS check is right for your employee - GOV.UK)

Evaluation Declaration	
Date of Evaluation:	June 2025
Evaluated by:	Sally Halliwell

