

# **CANDIDATE BRIEFING PACK**

**Director of Public Health**

**Prepared for Wokingham Borough Council**

**March 2025**

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## Welcome Letter

We are delighted that you are considering joining our team here at Wokingham Borough Council.

The position of Director of Public Health is an exciting opportunity, and a pivotal role that will support our passion to ensure Wokingham Borough is a fantastic place for everyone. In the role you would lead the service that is committed to supporting our aim of becoming a Marmot borough but also lead on addressing our inequalities, which are often hidden, across our beautiful borough whilst improving outcomes for our Children, creating healthy environments, and good mental health and wellbeing.

Wokingham is a fantastic borough comprising of a vibrant and historical market town, attractive villages, beautiful countryside, and an incredible community. We're set in the heart of Berkshire, with excellent rail and road links to neighbouring towns, as well as central London, the midlands, and the south coast. We're also home to a range of high performing schools and international businesses, providing a strong local economy with accelerated growth, and offering an exceptional quality of life.

As a council our ambitions are high and we are fully committed to our aspiration that the borough is a great place to live, learn, work and grow and a great place to do business, and we set out to achieve this through our core values.

We have set a strong focus on financial performance for the Council, whilst ensuring we fulfil our statutory services e.g. across children's services and adult social care and we are also doing everything we can to fulfil key priorities, such as our commitment to reduce our carbon footprint and achieve net carbon zero by 2030.

Our diverse and highly talented workforce is the drive behind our achievements and recognising our employees as our most valued asset, ensures we're committed to the development, wellbeing, and progression of everyone across the organisation. We take a 'one team' approach to the way we deliver our services, seeking to ensure our residents, partners and customers receive the best service and outcomes possible.

We have a number of challenges to achieving all of our goals, but ensuring we have a planned approach, strong partnership working, a deep understanding of our current and future needs, will ensure Wokingham Borough is an even better place to live.

If you would like to be part of our vision and join a successful and high performing local authority, apply today.

We look forward to hearing from you.

Susan Parsonage

Matt Pope

Chief Executive

Executive Director for Children, Adults and Health

## Advertisement and Job Description

### **Director of Public Health**

**Salary: £123,062 per annum, plus benefits**

**Location: Shute End/Home Working, Shute End, Civic Offices, Wokingham**

We're thrilled to announce an opportunity for a creative and visionary Director of Public Health to join our dynamic leadership team here at Wokingham Borough Council. We're seeking a talented individual to really make a difference through leading our pioneering efforts in identifying and addressing our inequalities, often hidden, across our Borough.


We have committed to becoming a Marmot borough to embed prevention, early intervention and address inequalities in all aspects of our work. This is especially important given the significant and continued growth of our Borough and the diversity of its residents. There is a clear focus on improving outcomes for our children, creating healthy environments, and good mental health and wellbeing.

As our new Director of Public Health, you'll report to the Executive Director of Adults, Children's and Health, whilst working closely with the Chief Executive and Corporate Leadership team. You're a statutory chief officer of the authority and the principal adviser on all health matters, including health improvement, health protection and healthcare public health and responsible for delivering excellent public health services for Wokingham residents.

You'll be the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities in Wokingham. As our DPH, you'll take on a key strategic and systems leadership role across the Council and our partnerships including the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board, the Wokingham Integrated Partnership Board and other health partners, as well as collaborating closely with all key partners to improve health outcomes including the Police, Fire, schools and the voluntary sector, aligning efforts to maximise impact. You'll take a cross-system approach to deliver our ambitious Health and Wellbeing Strategy, ensuring our communities remain safe, healthy, and thriving, and that the building blocks of good health and wellbeing are embedded across all areas of the Council and our partnerships.

We're seeking an individual with exceptional leadership acumen, a proven track record of partnership working, and the ability to influence stakeholders at all levels, whilst operating in complex partnership settings and navigating the demands of local government, health, and broader public and community organisations.

If you're passionate about meeting the unique health challenges of Wokingham while capitalising on emerging opportunities, we invite you to join the team. To make a successful application, candidates must

 <b>WOKINGHAM BOROUGH COUNCIL</b>	<b>Job Description</b>		Job Reference
Job Title	Director of Public Health		
Service	Adult Services	Team	Public Health
Location	Shute End/Smart Working		
Salary	£123,062 per annum		

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.

#### **Purpose of the Role**

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 Wokingham 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 Wokingham, to improve population and planetary health. Working with local communities, he/she 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.

On behalf of Wokingham Borough Council, the post holder will:

- Support the Chief Executive and Councillors in developing and delivering the Council's strategic agenda.

- Be the chief officer and principal adviser on public health to the Council, local communities and local partners.
- Operate strategically as a member of the corporate management team and across the Council influencing policy and practice.
- Lead on improving the health and wellbeing of residents in line with the Council’s vision, goals and objectives, which are underpinned by the statutory duty placed on local government.
- To commission, and or deliver services which are effective, value for money and meet quality standards.
- 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.
- 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.
- 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).
- Deliver an independent annual report on the health and wellbeing of local communities for publication by Wokingham Borough Council, to stimulate debate and/or action by the Council and partners.
- The post holder will work closely with the Strategic Director of Public Health (West Berkshire and Reading) and the Strategic Directors of Public Health across East Berkshire and the network of Consultants in Public Health in the other Berkshire unitary authorities delivering programmes across a broader geography where appropriate.
- They will also be expected to lead and ensure the development and management of effective and mutually influential relationships with patients, service users, voluntary, community and faith organisations, communities public, media and other key influencers; ensuring their views are represented and appropriately considered in the decision-making processes.
- To propose and/or carry out other responsibilities as agreed by the Council, commensurate with the grade of the post and deputise for other Directors and the Chief Executive when required.

The fundamental purpose of the postholder is to provide the leadership to drive improvements in the health and wellbeing of the residents of Wokingham Borough Council to reduce inequalities in health outcomes and working in collaboration with UKHSA 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.

### **Main Accountabilities**

In delivering the responsibilities outlined above, the postholder and his/her team will undertake the following tasks:

1	<ul style="list-style-type: none"> <li>• To deliver a programme of work to improve the health and care of the whole population of the Wokingham Borough.</li> <li>• To work closely with political leaders to ensure that programmes and options and decisions are well informed and are appropriately evidence and data driven as well as clinically and politically led.</li> <li>• Collaboratively developing and embedding effective working arrangements with the political leadership of the Council including but not limited to the effective operation of the Health and Wellbeing Board.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Ensure as a core member of the Health and Wellbeing Board and in partnership with the wider Wokingham Borough Council, partners and the public, the development of plans to enable local communities to become healthy, sustainable and cohesive.</li> <li>• To drive and embed the shift to a genuinely health and wellbeing outcomes across the Council; and the movement to a place based, preventative, strategic, outcomes based and asset/strength-based approach; supporting the achievement of local objectives and meeting external standards and requirements.</li> <li>• 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)</li> <li>• 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.</li> <li>• To ensure scientific principles are applied to assessing need, exploring interventions, and assessing progress of the Council’s strategic agenda.</li> <li>• Ensure a programme of action (both within and outside 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.</li> <li>• Provide assurance that the health protection system for local communities is fit for purpose.</li> <li>• 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.</li> <li>• Collaborate across organisational boundaries to ensure communities in Wokingham benefit from population health and care programmes.</li> <li>• To take responsibility for a range of public health issues and work across organisational and professional boundaries acting as a change agent managing complexity to deliver improvements in health and wellbeing outcomes.</li> <li>• To advise Elected Members and Directors in respect of Health and Wellbeing and Integration and engage with partners in the promotion, communication and delivery of services.</li> </ul>
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2	<p><b>Public Health Specific Accountabilities</b></p> <ul style="list-style-type: none"> <li>• To be an advocate for improving health and wellbeing and reducing health inequalities.</li> <li>• To advise Wokingham Borough Council on its statutory and professional public health obligations.</li> <li>• To take responsibility for the oversight of Wokingham Borough Council’s public health services, with professional responsibility and accountability for these services’ effectiveness, availability and value for money.</li> <li>• Work with the UKHSA Centre and NHS England to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards.</li> <li>• Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in Wokingham and reduce health inequalities.</li> <li>• Ensure that the Council has implemented its EPRR responsibilities and through active engagement with the Local Health resilience Forum, that partner organisations (UKHSA, OHID, NHS England and the ICSs) have delivered their EPRR responsibilities.</li> <li>• Work in partnership with ICSs and Directors of Social care to take responsibility for Population Health and Care; including oversight and promoting population coverage of immunisation and screening programmes.</li> <li>• Provide public health advice (the core offer) to ICSs supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.</li> <li>• To influence and provide expert public health support and whole system leadership to ensure an evidence-based approach within and across a range of organizations including voluntary, public and private sector. This includes the health service component of the mandated core service. This</li> </ul>
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	<p>will include expertise in evaluation and development of appropriate KPIs.</p> <ul style="list-style-type: none"> <li>Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities.</li> </ul>
3	<p><b>Partnership</b></p> <ul style="list-style-type: none"> <li>To identify and work with key partners in considering how to respond to local priorities and meet the health and wellbeing challenges and needs of the people in the borough.</li> <li>To lead on the work with Strategic Partnership Groups and Integrated Care system Partners to deliver relevant strategies and priorities.</li> <li>To create and maintain effective stakeholder relationships with a wide range of Voluntary &amp; Community Sector services.</li> <li>To ensure a voice of the customer is at the centre of all the department's functions and operations.</li> <li>To support, lead and participate in a variety of governance and involvement structures that support the delivery of the above.</li> <li>To role model and "shift" the relationships with wider partners, providers, communities, patients and customers, and staff towards inclusivity and collaboration in objective setting, planning and delivery.</li> </ul>
4	<p><b>Resource Management</b></p> <ul style="list-style-type: none"> <li>To ensure that the public health grant is spent in accordance with the conditions set and complying with the year-end statement of assurance as set out in the relevant annual grant circular.</li> <li>To manage Council resources (people, property, information and finance) imaginatively and efficiently.</li> <li>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 Wokingham Borough Council.</li> </ul>
5	<p><b>Commissioning</b></p> <ul style="list-style-type: none"> <li>To provide strategic leadership for the commissioning of specified public health, services and initiatives creating a healthy population of residents and healthy communities within which they live.</li> <li>To strategically lead commissioning of public health services across the whole cycle; including needs and strength-based assessment, evidence, outcomes based objective setting, strategic planning, relationship development, market shaping and development, procurement; and quality assurance, performance review and accountability.</li> <li>To manage and report on joint and aligned commissioning budgets, seeking maximum value in terms of financial efficiency, outcomes, experience and social value, decommissioning where appropriate, and operating within allocated resources.</li> <li>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 Wokingham Borough and over time.</li> <li>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.</li> <li>To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.</li> </ul>
6	<p><b>Advocacy</b></p> <ul style="list-style-type: none"> <li>Develop a constructive relationship with the media and the public, within the context of the</li> </ul>

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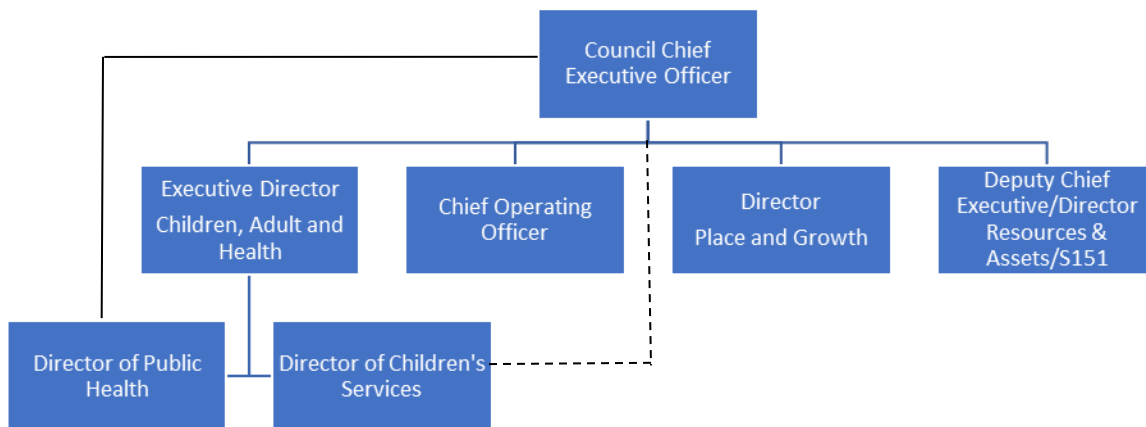


	<p>Council Communications policy.</p> <ul style="list-style-type: none"> <li>To lead, contribute to, or advise on a range of strategic forums across Berkshire relevant to the further development of integrated health and social care and health and wellbeing of residents.</li> <li>To use the Faculty of Public Health, the LGA, the ADsPH, UKHSA and other channels to advocate for the public's health.</li> </ul>
7	<p><b>Workforce Development and Academic Public Health</b></p> <ul style="list-style-type: none"> <li>To be a training lead and educational supervisor for Public Health registrars on placement within Wokingham (Berkshire West)</li> <li>To lead on initiatives to develop the Public Health workforce in Wokingham (Berkshire West) through continuous professional development, workforce wellbeing and career progression.</li> <li>To provide the key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information.</li> <li>The postholder will be expected to take part in relevant research networks and to influence research programmes of such networks so that the research needs of the local authority are taken into account.</li> <li>To champion a culture of attainment, continuous improvement, innovation and inclusion</li> <li>To add an academic perspective to all public health work undertaken; to be able to critically appraise evidence to inform policy and practice, to identify evidence gaps with strategies to address these gaps.</li> <li>To undertake research activities of a standard that is publishable in peer reviewed journals.</li> <li>To champion and lead in teaching and learning across all areas of public health practice.</li> </ul>
<b>Job Planning</b>	<p>Following appointment there will be a meeting at no later than three months with the line manager to review and revise the job plan and objectives of the post holder. The overall split of the programmed activities is 7.5 to be devoted to public health duties and 2.5 to supporting professional activities (as per the Academy of Medical Royal Colleges recommendation). The timetable is indicative only. A formal job plan will be agreed between the post holder and the line manager (usually the DPH) three months after commencing the post and at least annually thereafter.</p> <p>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.</p>
<b>Supervision Received</b>	From Executive Director for Children, Adults and Health
<b>Supervision Given</b>	<p>Manage a team of approximately 25 staff (including trainees) with line management of all consultants of Public Health and Heads of Service where appropriate.</p> <p>Ensure appropriate management and support for Specialty Registrars (in Public Health).</p>
<b>Contacts &amp; Working Relationships</b>	<p>Professionally accountable to the Council and the OHID/DHSC Regional Director of Public Health and managerially to Chief Executive and Director of Adults and Health of Wokingham Borough Council.</p> <p>To work with staff at all levels across WBC and partnership organisations including ICS, RBH, University of Reading and BHFT including senior management and elected members.</p>
<b>Management of</b>	Manage budgets from the Public Health grant (approximately £5.9 million) and other

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<b>resources or budget</b>	grant funding as appropriate.
<b>Special Factors</b>	Be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements.

### Organisation Chart



### **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

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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 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.

**Appendix 2: Person specification (Director of Public Health, Wokingham Borough Council)  
Competencies and other requirements**

Behaviours	Recruitment and selection
Leadership Establishing and promoting a clear public health vision which is coherent with the	CV and Interview

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<p>Council's corporate strategy and the political vision 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 report of the DPH in such a way as to compel all members of the H&amp;WB to take action.</li> </ul>	
<p><b>Community and population focus</b> 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 Wokingham.</li> </ul>	Application form Interview
<p><b>Results Focus</b> Co-development of a model of health with local stakeholders (including local communities) and the metrics to support delivery; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework. 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>	Interview
<p><b>Improvement and Change</b> 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</li> </ul>	Interview

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<p>the resources available.</p> <ul style="list-style-type: none"> <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><b>People Development</b> 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>	Application form Interview
<p><b>Functional competencies</b></p> <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

**Person Specification**

Qualifications	Essential	Desirable
<p>The National Health Service (Appointment of Consultants) Regulations 1996 (<a href="http://www.legislation.gov.uk">www.legislation.gov.uk</a>)</p> <ul style="list-style-type: none"> <li>In line with legislation, 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 at the point of application.</li> <li>If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates</li> </ul>	X	

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<p>must have equivalent training and/or appropriate experience of public health practice.</p> <ul style="list-style-type: none"> <li>Public health specialty registrar applicants who are not yet on the GMC Specialist Register, GDC Specialist List in dental public health or UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview.</li> <li>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.</li> <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, or equivalent</li> </ul>		
Must meet minimum CPD requirements (i.e. be up to date) in accordance with the Faculty of Public Health requirements or other recognised body.	X	
Evidence of continuous professional development.	X	
<b>Technical Skills.</b>	<b>Essential</b>	<b>Desirable</b>
Excellent IT skills including office software such as Microsoft Word, Outlook, Power Point and Excel.	X	
Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media.	X	
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Understanding of NHS and local government cultures, structures and policies.	X	
Understanding of social and political environment.	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice.	X	
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Budget management skills.	X	

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Practical experience in facilitating change.	X	
<b>Other</b>	<b>Essential</b>	<b>Desirable</b>
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.	X	
This position is subject to a criminal records disclosure check.	Yes	
This is a politically restrictive position	Yes	
<b>Completed by:</b>	Sally Halliwell	<b>Date:</b> March 2025

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be included in either the GMC Specialist Register, the GDC Specialist List or the UK Public Health Specialist Register.

**To find out more, please contact our retained consultants at Penna:**

**Nick Raper on 07715 690463, or Carol Coyle on 07500 887 849 for a confidential conversation.**



# Berkshire West Health and Wellbeing Strategy

## Wokingham's Strategy into Action Priorities



### **P1: Reduce the differences in health between different groups of people**

- Cardiovascular disease
- Cancer
- Covid recovery



### **P2: Support individuals at high risk of bad health outcomes to live healthy lives**

- People with learning disabilities
- Unpaid carers
- Youth offenders
- Substance misuse
- Domestic abuse



### **P3: Help children and families in early years**

- SEND and Inclusion
- Early intervention and prevention
- Safeguarding



### **P4: Good mental health and wellbeing for all children and young people**

- Reduce waiting times
- Prevention and Early Help
- Covid Recovery



### **P5: Good mental health and wellbeing for all adults**

- Loneliness and Social Isolation
- Covid Recovery
- Dementia



### **P6: Create Physically Active Communities**

- Children, young people and families
- Covid Recovery
- Ethnic minority communities

## How to Apply

This guidance contains important information to help with your application:

- Please apply by submitting a CV and Covering Letter (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.
- Please ensure your full employment history is outlined in your CV; and that where there are essential criteria, competencies and/or qualifications you make clear how you meet these. We may wish to verify this information during the recruitment process.
- Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.
- Please share with us in your supporting statement, the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.
- Please complete the Equal Opportunities Monitoring Form when you upload your details.
- Please return your application by the closing date – no applications will be accepted once the long listing process has begun.
- Following long listing, you will be contacted directly by a Penna consultant to update you on the status of your application.
- At any point throughout the process our retained consultants at Penna will be happy to help you with information, insight and guidance about the process and our clients.

The following timetable sets out the key dates in the recruitment process:

Date	Activity
<b>Closing Date</b>	6 <sup>th</sup> April 2025
<b>Shortlist Meeting</b>	w/c 7 <sup>th</sup> April
<b>Final Panel Interviews</b>	27 <sup>th</sup> April

To apply for this role, please click the link below:

<https://execroles.penna.com/>

**For a confidential conversation about this role, please contact one of our retained consultants at Penna:**

**Nick Raper on 07715 690463 Carol Coyle on 07500 887 849**