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ASSOCIATES

CANDIDATE PACK

City of
Stoke-on-Trent

CONSULTANT IN PUBLIC HEALTH

October
2025

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City of Stoke-on-Trent

EMPLOYING ORGANISATION	City of Stoke on Trent
TITLE	Consultant in Public Health (Full Time/Part Time/Job Share)
ACCOUNTABLE TO	The post-holder will be dually accountable: • Professionally to Stoke on Trent • Managerially to the employing organisation via the Director of Public Health
GRADE	DH2
STRATEGICALLY RESPONSIBLE FOR	The CPH is responsible for leading and enabling system wide response and partnership action, developing and delivering cost-effective evidence-informed targeted programmes and interventions around specific thematic areas and working in collaboration with communities and partners, internally and externally, to achieve improvement in health and wellbeing for communities and citizens in City of Stoke on Trent.
MANAGERIALLY RESPONSIBILITY	20-30 FTE

Appointment

This is a senior post with a high level of responsibility, working with the ***Director of Public Health*** and their team of Consultants in the leadership of public health for the City of Stoke on Trent.

Job Summary

This is a **senior post** with a high level of responsibility, working with the *Director of Public Health and their team of Consultants in the leadership of public health for the City of Stoke on Trent.*

The CPH will lead skilled, multi-disciplinary teams within a public health sub-division, to deliver a public health portfolio and will have the day-to-day responsibility for enabling, driving and facilitating an increased Council focus on the development of collective improved wellbeing outcomes for residents, and supporting the development of priorities based upon understanding need in line with our Corporate strategy and Health and Wellbeing plan.

The post holder will be responsible for high profile, innovative projects and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks and will be expected to work across organisations, be able to influence budgets held by those organisations as well as advocate for change effectively.

They may hold direct managerial responsibility for services and budgets which directly contribute to these objectives but they will usually also have substantially greater strategic responsibilities across the council and other agencies.

Strategic Objectives

To lead work across all Council directorates as well as influencing partnership boards (dealing with health determinants) to maximise health improvement opportunities and the reduction of inequalities in health outcomes amongst residents, both currently and for future generations. This will include using the Outcome Frameworks as well as exploring other relevant routinely collected data systems for suitable indicators.

On behalf of the authority to take responsibility for ensuring delivery of some of the public health mandated services such that the full range of benefits are delivered to residents of the authority. These services include sexual health services, NHS Health Check, specialist public health support to ICSs and this will include taking responsibility for the relevant outcome indicators within the UKHSA, OHID, NHS (and Social Care) Outcome frameworks and working across organisational boundaries.

Ensure development and maintenance of systems and processes to enable the authority to work with partners to respond to major incidents including health protection threats. They on behalf of the authority and the DPH will lead on those aspects that the Secretary of State delegates to the authority. They will ensure that partner organisations (UKHSA, OHID, ICSs and NHS England) have appropriate mechanisms, to enable surge capacity to be delivered as and when required.

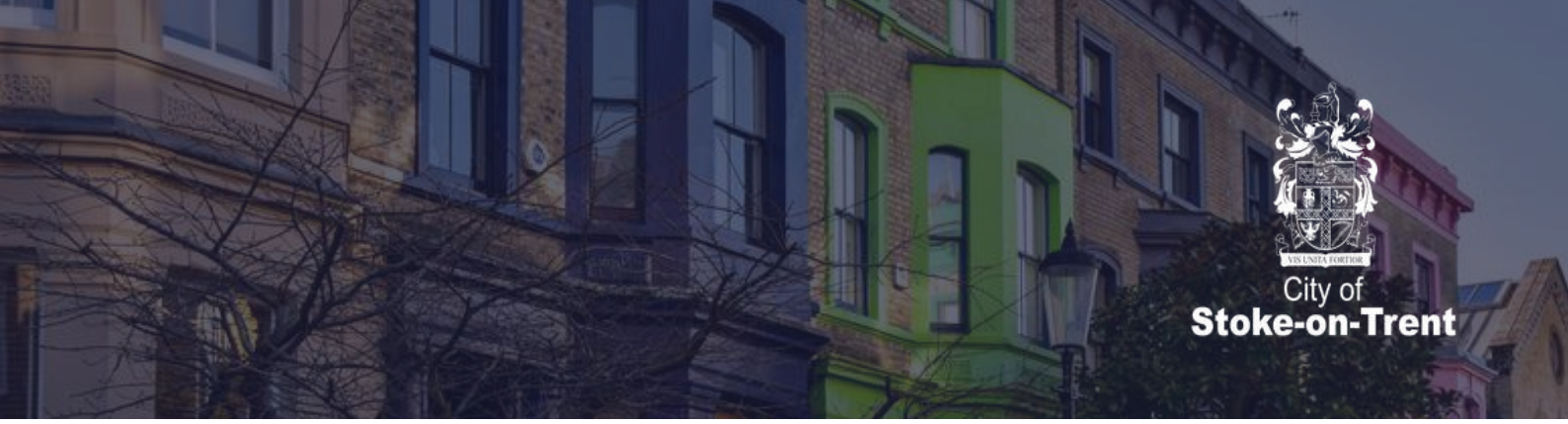
The work will include working across the entire Council, NHS bodies (the Council has a statutory duty to provide public health advice to ICSs and the Council's Health and Wellbeing Board has a coordinating role for the whole of the health and care system) and other partner agencies.

It will also involve influencing private sector, voluntary sector and community sector organisations that can impact on health, both currently and into future generations, and influencing the attitudes and behaviour both of professionals and of the population generally.

In delivering the strategic objectives the post-holder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders including politicians.

In addition to any direct responsibility for managing staff or budgets, he/she will be responsible for change and improvement in the agreed areas of work and for supporting the delivery of the statutory duty of the Council to take the steps it considers necessary to improve the health of its communities.

Public health consultants work as system leaders at strategic or senior management level or at a senior level of expertise such as epidemiology or health protection. The combination of leadership and managerial skills together with high level of technical skills and knowledge gives them a unique skill set essential for improving the health and wellbeing of populations. They must be qualified as a public health specialist and be on the GMC, GDC or UKPHR specialist register.



Corporate Accountabilities

- To determine the best models of service delivery, across the division which delivers a high-quality customer experience, achieves high performance and contributes to the council's ambitions to be a commercial council.
- To develop/negotiate joint approaches to local service planning and delivery in partnership with all the relevant internal and external services providers and regional and national bodies.
- To support and implement the Council's budget strategy within Government controls, including delivering on the requirements set by the section 151 officer on senior budget holders.
- To develop and maintain appropriate relationships with diverse stakeholders including; elected members, council officers, local communities, businesses, Government departments, and other external agencies in order to maximise capacity and pool resources wherever possible, including undertaking work with and for other LAs.
- To ensure the Council is equipped and supported to address all Government inspection and other external scrutiny in order to secure positive outcomes and high levels of achievement.
- To ensure that the right systems, policies and procedures are in place which secure a high standard of probity, regularity and control at all times, including with respect to information governance.
- Actively contribute to the role of the local authority as a corporate parent, in supporting our looked after children and care leavers to thrive.
- To embrace and role model the council's commitment to develop a culture of continuous improvement and restorative practice.
- To ensure all employees within the portfolio have clear delivery plans, both in terms of their team as well as individually so that responsibility for achieving outcomes is shared and accountability is clear.

City of Stoke-on-Trent

- To act as an ambassador for the Council, promoting and enhancing the authority's image as a Member-led authority ambitious for the city, supporting the formation of strategic alliances and developing effective working relationships on a local, regional and national basis.
- To lead on excellent employee relations through staff consultation and regular contact with Trade Union representatives at all levels.
- To promote equal opportunities with our communities and staff through personal example, open commitment and clear action.
- To develop a positive working environment encouraging active involvement of employees in shaping the co-production and delivery of services.
- These duties are neither exclusive nor exhaustive and you may be expected to undertake duties and responsibilities, as directed by the DPH.

Public Health Arrangements

RESOURCES:

The post-holder working with the DPH will be expected to make best use of both public health department resources as well as influence the resources in the Council as a whole.

TRAINING AND CPD ARRANGEMENTS:

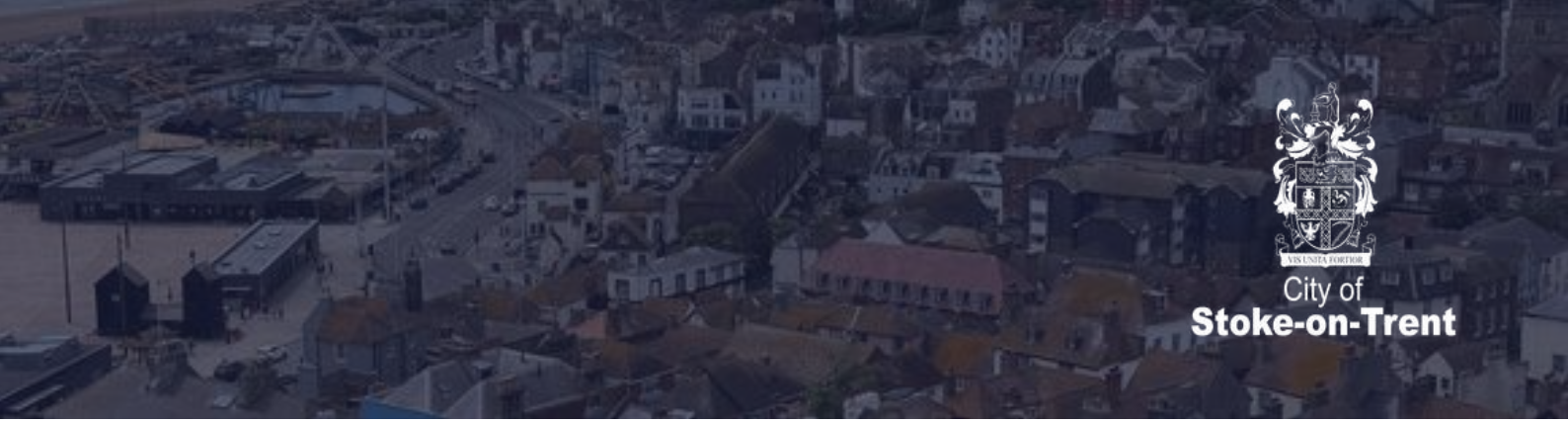
Stoke on Trent is an approved training location, with the expectation the postholder to support Foundation Programme, SHOs, Specialty Registrars in Public Health and work with the local universities (Keele and Staffordshire) to support our academic programme. These provide a range of CPD and academic opportunities.

Strategic Responsibility & Key Tasks

In delivering the strategic responsibilities the post-holder is expected to demonstrate expertise across the full range of relevant competencies as set out by **the Faculty of Public Health (Appendix 1)** and where required, take responsibility for resolving operational issues. In negotiation with the DPH, the post-holder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. Post-holders will be expected to maintain both the general expertise as well as develop topic-based expertise as required by the DPH and will be expected to deputise for the DPH as and when required.

The range of duties expected of the post-holder include:

> Taking 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.
>
> Providing briefings on the health and wellbeing needs of local communities to Councillors, Council Officers, ICSs, the third sector, the public and partners. Where required to so, the post-holder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.
>
> Taking responsibility for development, implementation and delivery of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications. The post-holder will be expected to contribute appropriately to the procurement process.



Providing expert public health support and whole system leadership to ensure an evidence-based approach for commissioning and developing high quality equitable services, 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 will include expertise in evaluation and development of appropriate KPIs.

Utilising information and intelligence systems to underpin public health action across disciplines and organisations. This may include providing leadership for collation and interpretation of relevant data including production of the JSNA.

Working with the DPH, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations.

Supporting the DPH in the development and implementation of robust strategies for improving the health and wellbeing of local communities including ensuring qualitative and/or quantitative measurements are in place to demonstrate improvements.

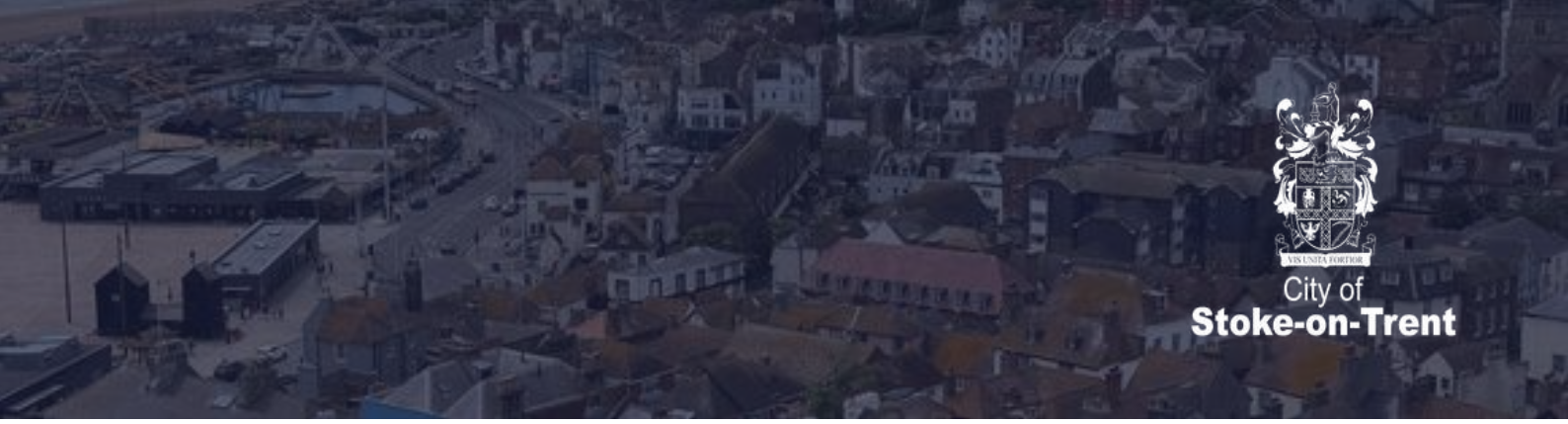
This may include taking responsibility for the judicious use of the ring-fenced public health grant and/or working with ICSs, Trusts, the contractor professions and UKHSA.

Supporting the training obligations of the directorate, including becoming the Educational Supervisor. These duties will be agreed jointly with the relevant Head of the School of Public Health.

Underpinning much of these duties are public health tasks such as:
Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.

Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as the investment-disinvestment debate.

Effective communication of complex concepts, science and data and their implications for local communities, to a range of stakeholders with very different backgrounds.
Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.



A capacity to apply the scientific body of knowledge on public health to the polices and services necessary to improve health, both currently and for future generations, and to formulate clear practical evidence-based recommendations.

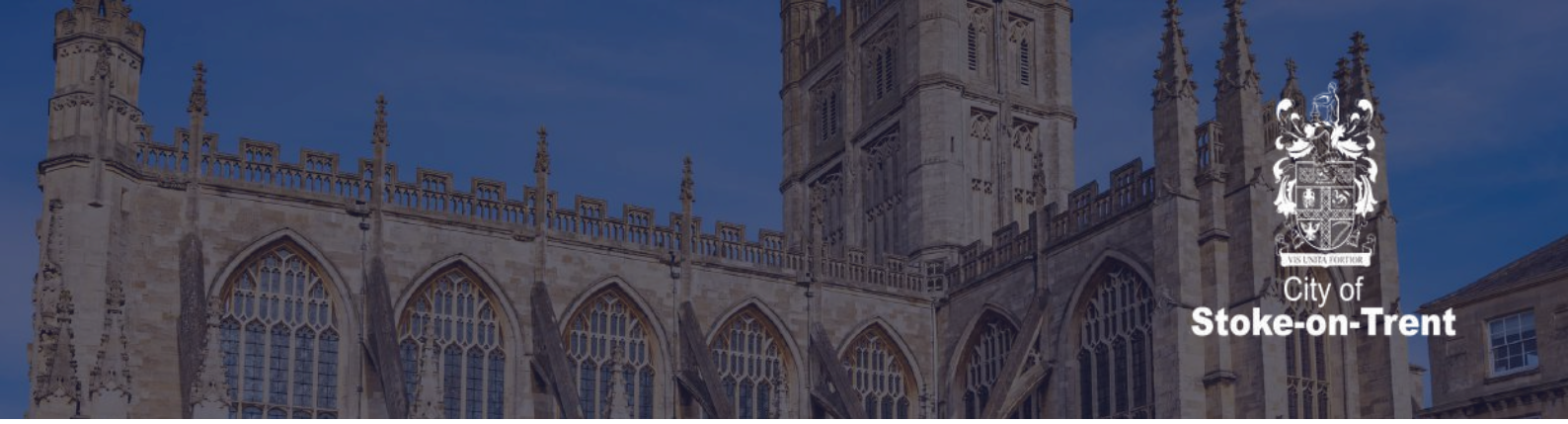
The understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.
Inspire commitment to public health outcomes and to prevention as a core feature of public sector reform.

Management Arrangements & Responsibilities

The post-holder will be professionally accountable to **Stoke on Trent City Council** and managerially accountable to the Director of Public Health. Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post based on the draft job plan attached. This job plan will be reviewed as part of the annual job planning process.

THE POST-HOLDER:

- will manage 20-30 staff (including trainees) including responsibility for recruitment, appraisals, disciplinary and grievance responsibilities.
- will manage budgets circa £8.6m expenditure and circa £9.7m income and be an authorised signatory.
- will be expected to take part in on call arrangements for the local authority.
- will be expected to deputise for the DPH as required.



Professional Obligations

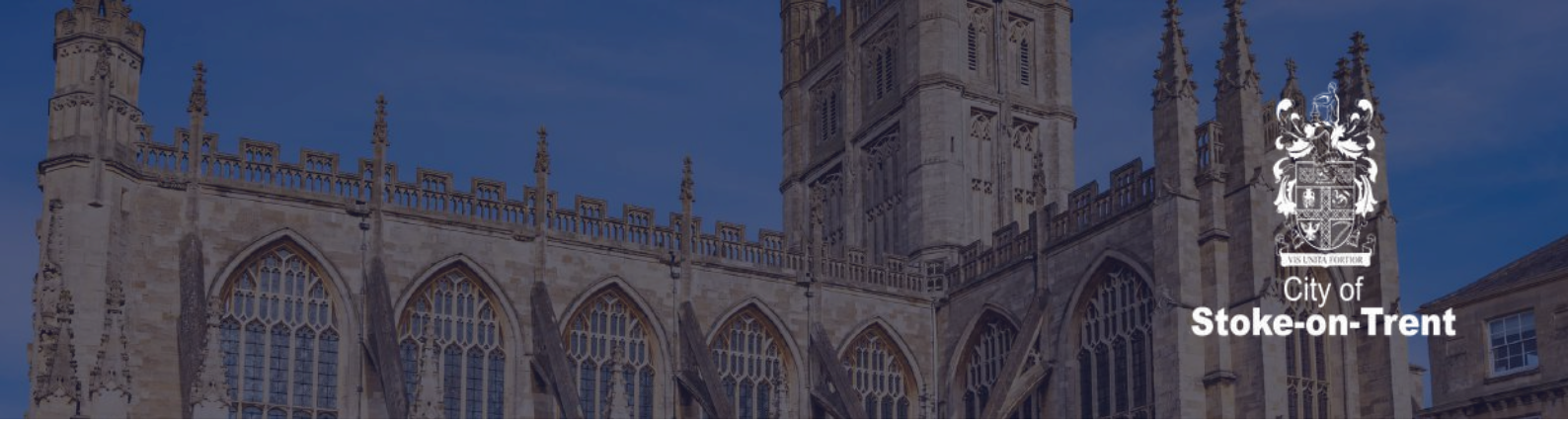
Participate in the organisation's staff appraisal scheme and quality improvement programme and ensure appraisal and development of any staff for which they are responsible.

Contribute actively to the training programme for Foundation Year Doctors / Specialty Registrars in Public Health and LAs management trainees, 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.

Work Programme

Following appointment, a formal job plan will be agreed between the post holder and the DPH within three months after commencing the post and at least annually thereafter. Professional obligations should be reflected in the job plan.

Wellbeing

The post holder has access to Occupational Health (OH) support and the Council offers a range of benefits to support its staff. Information will be disseminated at the induction to ensure the post holder has timely access to support if help seeking is necessary.

Personal Qualities

The post-holder will deal with complex public health and wellbeing challenges in a multi-organisational environment with widely differing governance and finance system and organisational cultures.

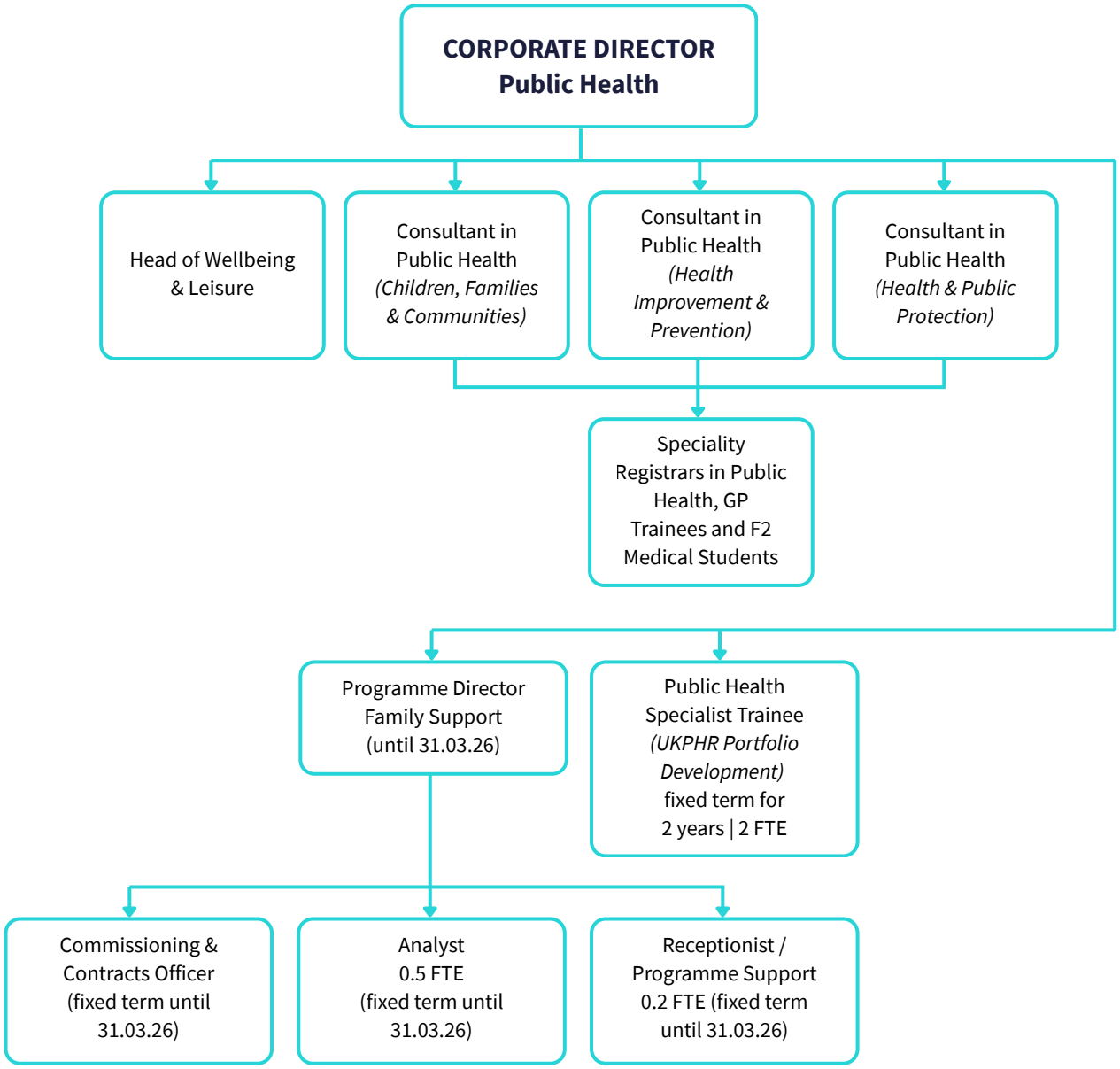
It is expected that the post-holder will be able to cope with such circumstances as well as multiple and changing demands, and to meet tight deadlines.

A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required.

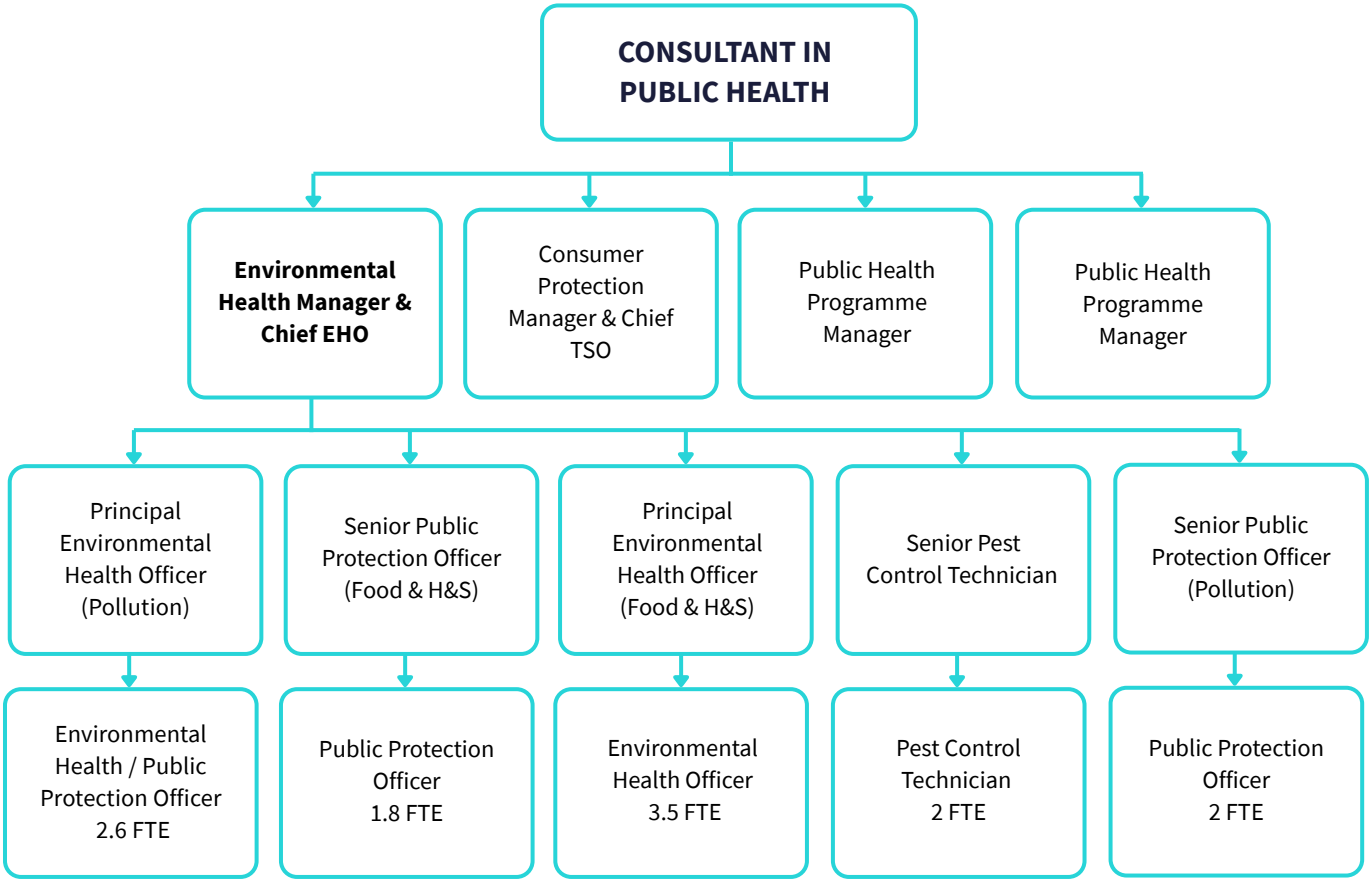
The post holder will advise the health and wellbeing board and make recommendations regarding services, residents' care and wider determinants of health and therefore a high level of tact, diplomacy and leadership is required including the ability work within the local political and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve public health outcomes.

The achievement of public health outcomes and the successful pursuit of change are the purpose of the job and the metric against which performance will be assessed.

Public Health, Protection & Wellbeing



Public Health, Protection & Wellbeing: Health & Public Protection



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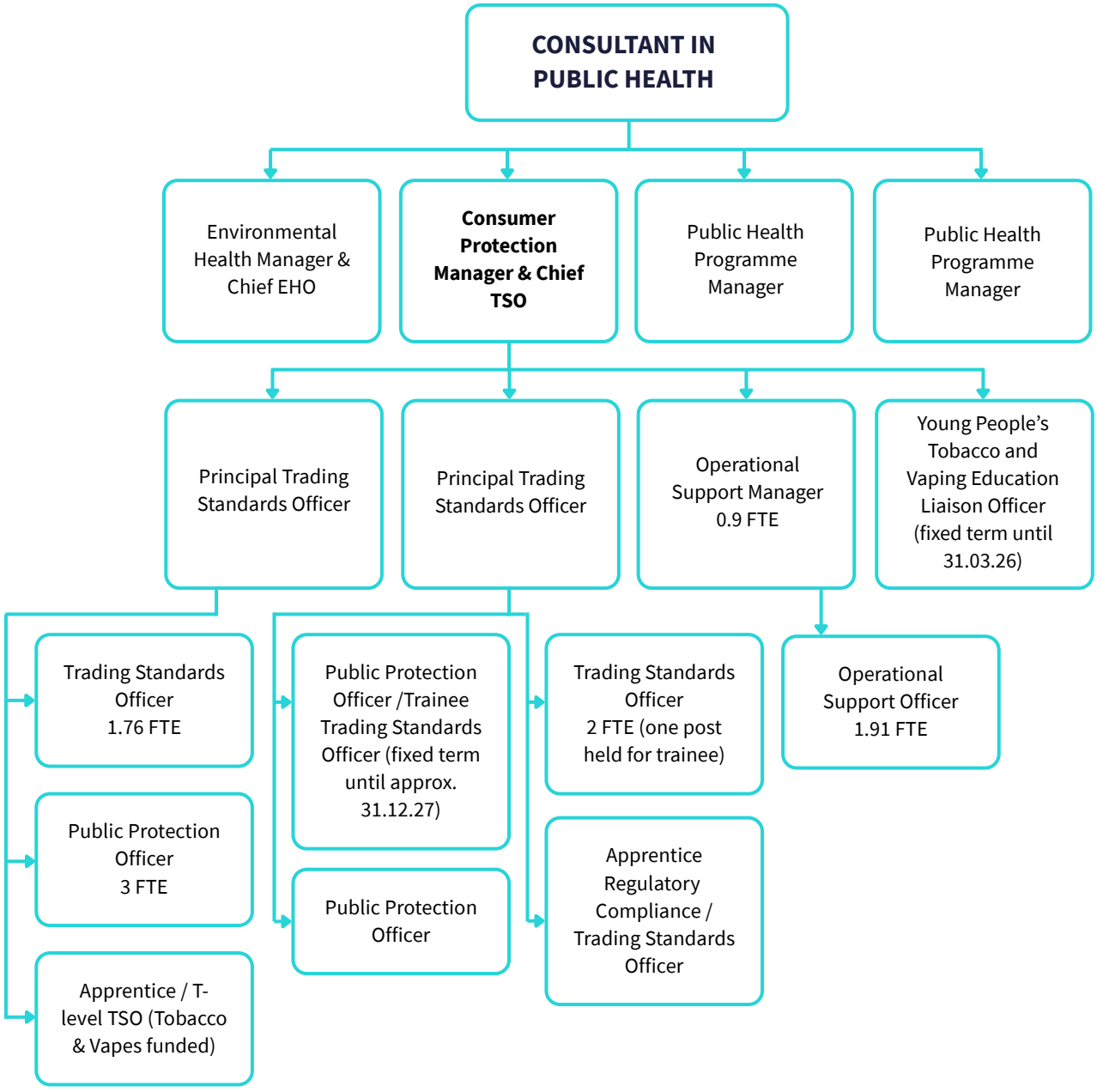

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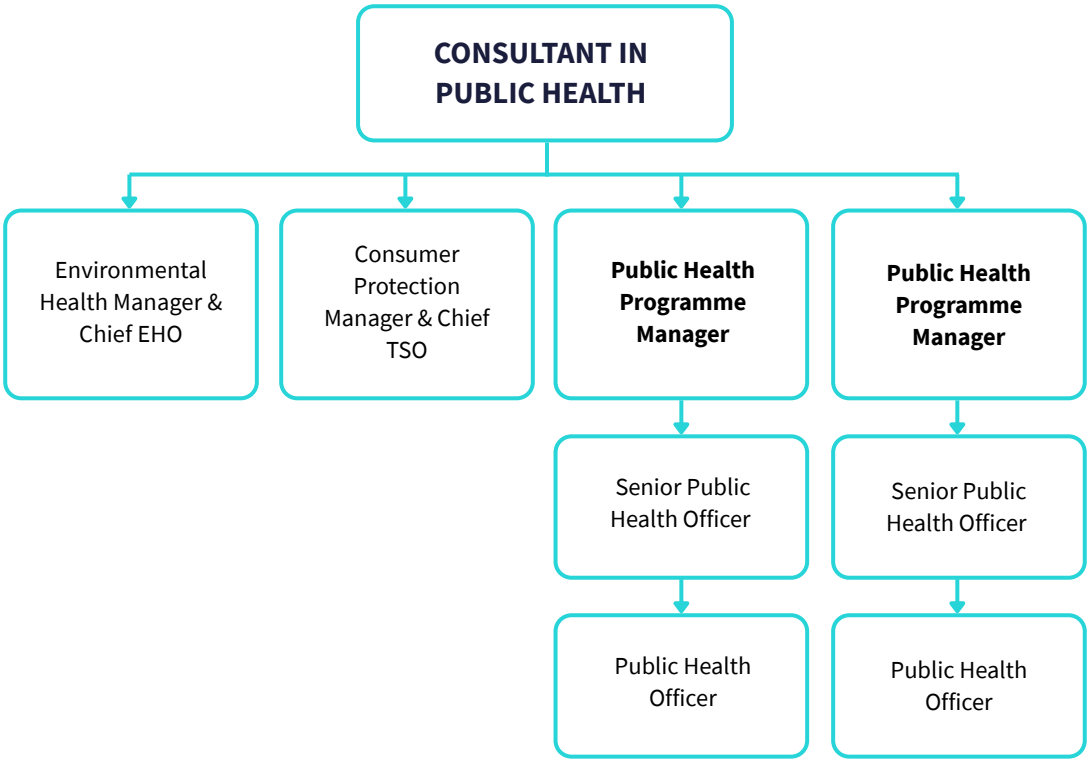


Appendix 1:

FACULTY OF PUBLIC HEALTH COMPETENCIES

(Based on the 2022 Public Health Specialty Training Curriculum)

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.

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.

Policy and strategy development and implementation
To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

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.

Health improvement, determinants of health and health communications
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.

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.

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.

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.

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.

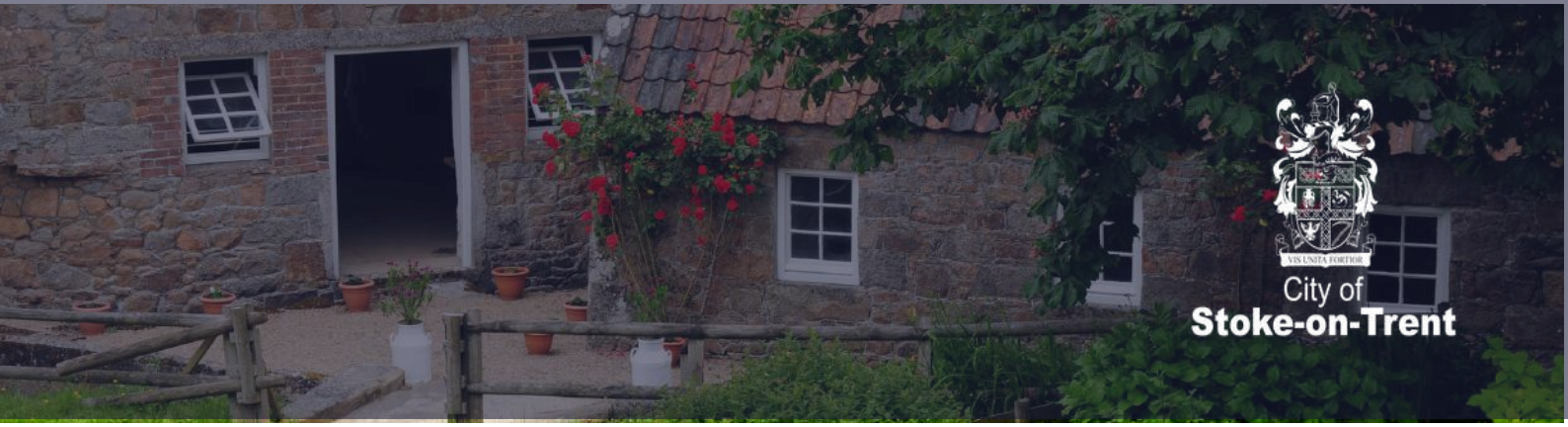
Integration and application of competencies for consultant practice
To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population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

Person Specification

Education/Qualifications	Essential	Desirable
The National Health Service **(Appointment of Consultants) Regulations 1996 (legislation.gov.uk)** 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.	✓	
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	✓	
Any public health speciality registrar applicants who are currently on the UK public health training programme and not yet on either the GMC, GDC or UKPHR specialist register must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview*	✓	
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 [see shortlisting notes below)	✓	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	✓	
MFPH by examination, by exemption or by assessment, or equivalent	✓	
Masters in Public Health or equivalent		✓

Person Specification

Personal Qualities	Essential	Desirable
Able to influence senior members including directors and CEOs	✓	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	✓	
Commitment to work within a political system irrespective of personal political affiliations	✓	
Experience	**Essential**	**Desirable**
Delivery of successful change management programmes across organizational boundaries	✓	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		✓
Experience of using complex information to explain public health issues to a range of audiences	✓	
Skills	**Essential**	**Desirable**
Strategic thinker with proven leadership skills and operational nous	✓	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	✓	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	✓	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	✓	
Ability to design, develop, interpret and implement strategies and policies	✓	



Person Specification

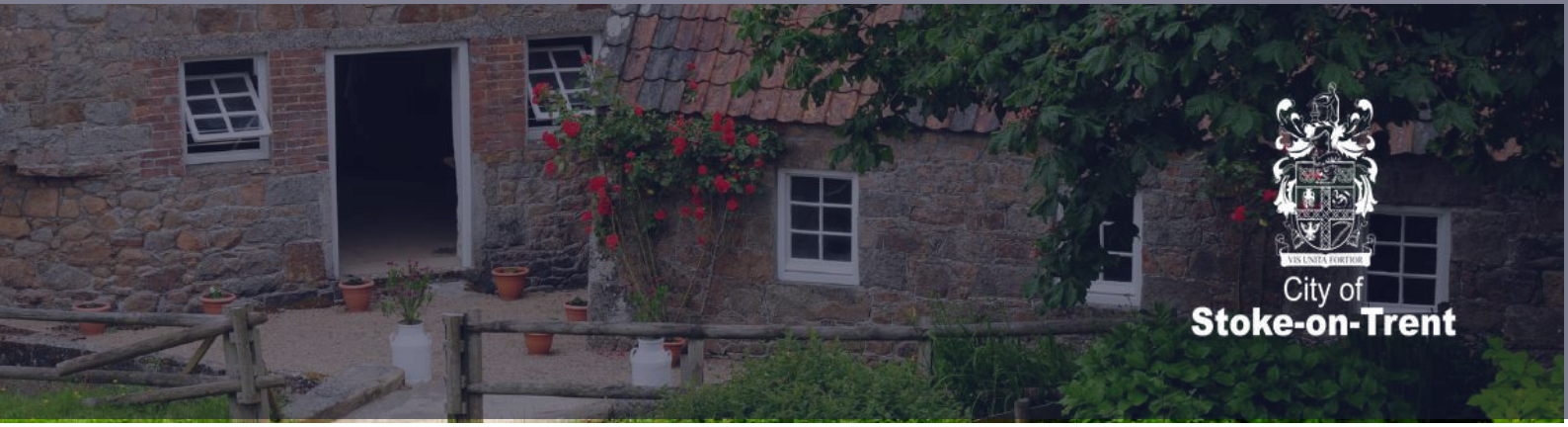
Knowledge	Essential	Desirable
In-depth understanding of health and care system and relationships with both local & national government	✓	
In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice	✓	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	✓	
Understanding of the public sector duty and the inequality duty and their application to public health practice	✓	

*Applicants going through the portfolio registration routes (GMC or UKPHR) are not eligible to be shortlisted for interview until they are included on the register. The six-month rule does not apply to these portfolio route applicants.

Competency Framework

Should you be shortlisted, you will also be assessed on the following competencies, where you will need to demonstrate/evidence how you meet the criteria.

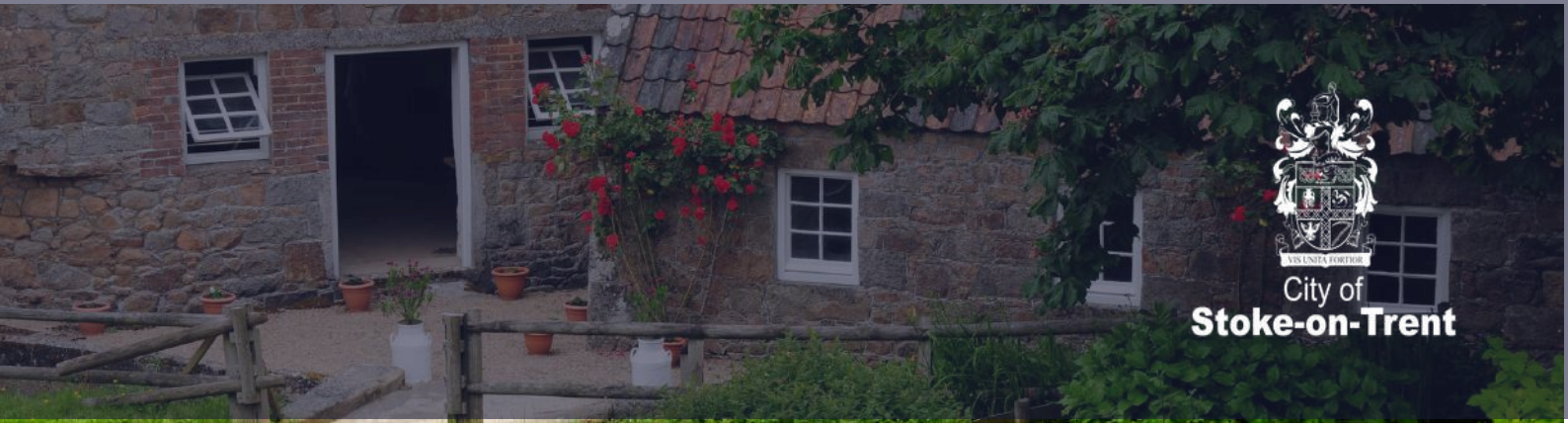
Requirements - *evidenced by:*
a: application form
b: test
c: interview



Leading and Deciding	A	B	C
Deciding and Initiating Action Takes responsibility for actions, projects and people; takes initiative and works under own direction; initiates and generates activity and introduces changes into work processes; makes quick, clear decisions which may include tough choices or considered risks.		✓	✓
Leading and Supervising A strong leader with energy, flair, resilience and credibility, provides others with a clear direction; inspires, leads, motivates and empowers others; recruits staff of a high calibre; provides staff with development opportunities and coaching; sets appropriate standards of behaviour.		✓	✓

Creating and Conceptualising	A	B	C
Formulating Strategies and Concepts Works strategically to realise organisational goals; demonstrates creativity, initiative, resourcefulness and resilience, sets and develops strategies; identifies, develops positive and compelling visions of the organisations future potential; takes account of a wide range of issues across, and related to, the organisation.		✓	✓

Organising and Executing	A	B	C
Planning and Organising Sets clearly defined objectives; plans activities and projects well in advance and take into account of possible changing circumstances; identifies and organises resources needed to accomplish tasks; manages time effectively; monitors performance against deadlines and milestones.		✓	✓



Adapting and Coping	A	B	C
Coping with pressures and setbacks Maintains a positive outlook at work; works productively in a pressurised environment; keeps emotions under control during difficult situations; handles criticism well and learns from it; balances the demands of a work life and a personal life.		✓	✓
Entrepreneurial and commercial thinking **Enterprising and Performing** Keeps up to date with competitor information and market trends; identifies business opportunities for the organisation; maintains awareness of developments in the organisational structure and politics; tenacious drive for continuous improvement, demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value.		✓	✓

SHORTLISTING NOTES

APPLICANTS IN TRAINING GRADES

Medical and dental applicants

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC) or be eligible for registration within six months of interview. Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained 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 demonstrated by a letter from their Training Programme Director (TPD).

Non-Medical Applicants in training programme

All non-medical applicants must be registered with the UKPHR or be within six months of registration at the date of the interview. Applicants must provide proof (letter of confirmation from their TPD or the CCT) at interview.

APPLICANTS IN NON-TRAINING GRADES

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT.

Applicants from a medical background will be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route.

Applicants from a background other than medicine are expected to have gained full specialist registration with the UKPHR at the point of application.

GENERAL CONDITIONS

INDEMNITY

As the post-holder will only be indemnified for duties undertaken on behalf of Stoke on Trent City Council the post-holder is strongly advised to ensure that they have appropriate professional defence organisation cover for duties outside the scope of the work carried out on behalf of Stoke on Trent city Council.

FLEXIBILITY

The post-holder may, with their agreement be required to undertake other duties which fall within the grading of the post.

CONFIDENTIALITY

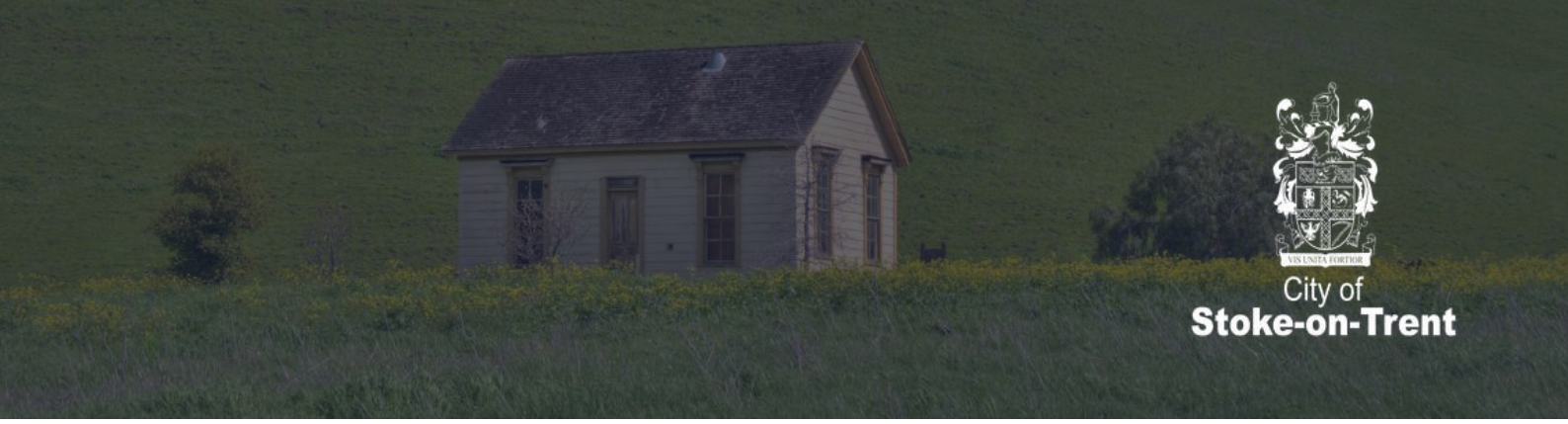
A consultant has an obligation not to disclose (other than in accordance with GMC guidelines) any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

PUBLIC INTEREST DISCLOSURE

Should a consultant have cause for genuine concern about an issue and believes that disclosure would be in the public interest, they have a duty of candour and should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

DATA PROTECTION

If required to do so, the post-holder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The post-holder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the General Data Protection Regulation (GDPR).



GENERAL CONDITIONS

HEALTH AND SAFETY

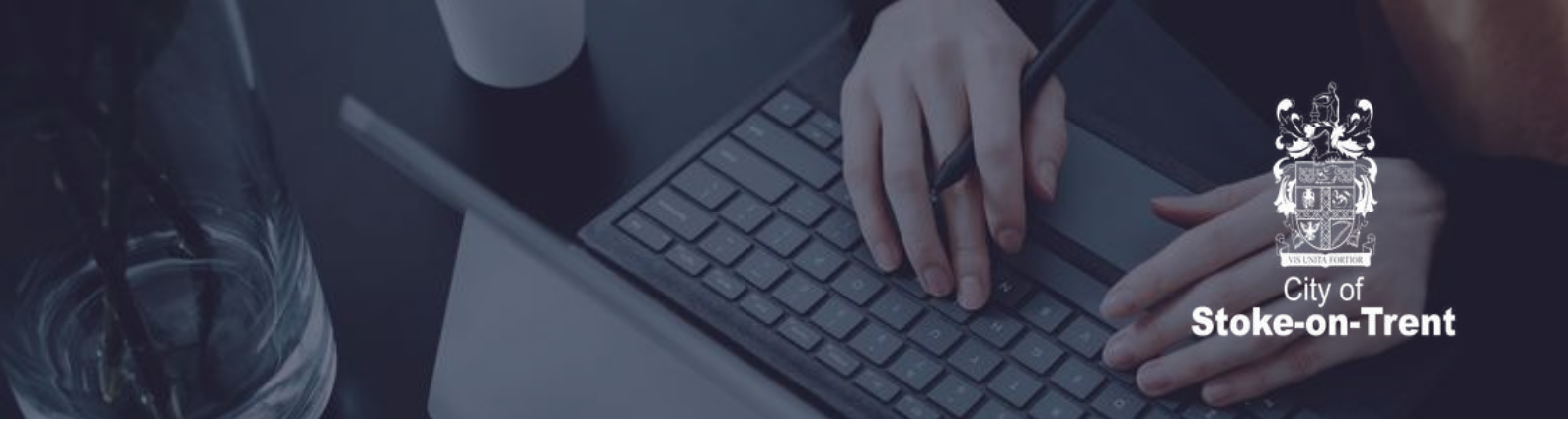
Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

SMOKING POLICY **(AMEND AS APPROPRIATE)**

The employing organisation has a policy that smoking is not allowed in the workplace.

EQUAL OPPORTUNITIES POLICY

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place, and it is for each employee to contribute to its success.



How To Apply

Panoramic Associates Ltd is acting as an employment agency to **City of Stoke-on-Trent** on this appointment.

For a more in-depth conversation about the role please contact **Callum Gardiner** who is leading on the process.

We hope you will consider making and application for this fantastic opportunity.
To make an application, you will need the following:

- A CV which is tailored for this role.
- A supporting statement that sets out your understanding of both the role and the organisation, and how your experience matches the key criteria on the personal specification.

Alternatively, you can submit your CV direct to our consultant.

CALLUM GARDINER
c.gardiner@panoramicassociates.co.uk