



Norfolk
County Council



CONSULTANT IN PUBLIC HEALTH

2026

June



A FEW WORDS FROM DEREK WARD, DIRECTOR OF PUBLIC HEALTH

Hello and welcome,

Thank you for taking the time to look at our Consultant in Public Health job description. Whether you are a newly qualified specialist or an experienced consultant looking for your next challenge, I am delighted that you are considering joining our team here at Norfolk County Council.

This is an incredibly exciting time to come to Norfolk. We are a large, beautiful county with a diverse population, presenting a fascinating mix of rural, coastal, and urban public health challenges and opportunities. To meet these needs, we are exceptionally well-resourced; our public health directorate is backed by a robust ring-fenced public health grant of around £55 million. This financial stability gives us the real world capability to commission high-quality services, tackle the wider determinants of health, and actively drive down health inequalities across our communities.

What truly sets this post apart, however, is the environment you will be working in:

- A Fully Resourced, Expert Peer Network: You won't be working in isolation. You will be joining a large, highly established, and collaborative senior team. We have a phenomenal breadth of expertise in our senior leadership structure, which currently includes myself, two Deputy Directors of Public Health, two Assistant Directors, and three other established Consultants.
- Shape Your Own Portfolio: We are currently in the process of redesigning individual portfolios across the entire senior team. This means that as a new Consultant coming in, you will have a seat at the table to discuss, agree, and shape your specific areas of responsibility—whether your passions lie in health protection, health improvement, health services, or a specific locality relationship.

- **A Commitment to Your Career Development:** As a very experienced Director of Public Health, I view mentoring and professional growth as a core part of my role. Our department is a thriving, approved training environment for public health specialists. Whether you are looking to consolidate your consultant skills or eyeing a future DPH role yourself, I am personally committed to supporting your professional development, providing system leadership opportunities, and helping you navigate complex political and strategic landscapes.

We operate through matrix working rather than rigid hierarchies, allowing our consultants to act as true system leaders and change agents across the entire Council and the wider Integrated Care System.

If you are intellectually flexible, politically aware, and eager to make a tangible difference in a supportive, high-performing team, I would love to see your application.

JOB DESCRIPTION:

This job description is based on the Faculty of Public Health specimen guidance for Consultant in Public Health appointments and has been adapted for Norfolk County Council.

JOB TITLE:	Consultant in Public Health/Consultant in Public Health Medicine
JOB REFERENCE	AAC0002576: Consultant in Public Health / Public Health Medicine
DIRECTORATE:	Large, well-resourced service led by the Director of Public Health, incorporating Trading Standards and Road Safety.
UNIT/SECTION:	Public Health
GRADE:	Local Authority Scale up to £105,377 depending on experience. The post also attracts a relocation package up to a maximum of £8,000.
RESPONSIBLE TO:	Professionally and managerially to the Director of Public Health, Norfolk County Council
APPOINTMENT:	This Consultant in Public Health post is being recruited to replace an existing vacancy arising from the promotion of the previous postholder. The post is employed by Norfolk County Council and based in Norwich.

JOB SUMMARY

This permanent consultant post will support the Director of Public Health in delivering Norfolk County Council's statutory public health responsibilities and wider ambitions to improve health outcomes and reduce inequalities. The post holder will provide strategic public health leadership across organisational boundaries, working closely with senior colleagues in the council, the NHS, the Integrated Care Board, district councils, unitary authorities when they come into being, the voluntary and community sector, and other partners.

The post holder will undertake a broad consultant role across the three domains of public health. The detailed portfolio will be agreed with the successful candidate and may evolve over time in line with service need and organisational priorities.

The post requires strong analytical, leadership, influencing and communication skills, including the ability to work effectively in politically sensitive environments, manage complexity and provide authoritative advice on complex public health issues.



STRATEGIC OBJECTIVES

- Provide strategic leadership to improve population health and reduce inequalities, including through health improvement, health protection, healthcare public health and work on the wider determinants of health.
- Support the Director of Public Health and the council in discharging statutory public health functions, including specialist public health advice to the NHS and to the local health and care system.
- Lead and influence work across council directorates and partner organisations to embed prevention, improve outcomes and maximise opportunities to address the wider determinants of health.
- Lead agreed portfolio areas and major programmes of work, which may include health improvement, health protection, healthcare public health, services for specific population groups or locality-based system leadership.
- Work collaboratively with Norfolk County Council, district councils, unitary authorities when they come into being, NHS partners, UKHSA, the Integrated Care Board, voluntary and community organisations and other stakeholders to deliver system-wide improvement.
- The post holder will be expected to demonstrate the full range of consultant-level public health competencies set out in the current Faculty of Public Health curriculum and to apply them in complex organisational and political settings.

THE EMPLOYING ORGANISATION AND OTHER ORGANISATIONS WITHIN THE SCOPE OF THE WORK

- The post is employed by Norfolk County Council. The post holder will be expected to work closely with NHS partners, district councils, voluntary and community sector organisations and private sector partners in delivering improved outcomes for the population.

PUBLIC HEALTH ARRANGEMENTS

Current staffing of the department or directorate of public health:

- The post holder will be joining a large, well-established and well-resourced public health service. The senior management team includes the Director of Public Health, two Deputy Directors of Public Health, two Assistant Directors and three other Consultants in Public Health. In addition to statutory public health responsibilities, the Director of Public Health also leads the county council's trading standards and road safety functions.

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

- The department is approved for the training of public health specialists and regularly hosts a mix of specialty registrars and other trainees.

STRATEGIC RESPONSIBILITY AND KEY TASKS

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. Consultants have the same professional status irrespective of local line management arrangements and have experience in various areas of public health practice.

- Developing clear long-term visions and strategies which will deliver maximum improvements in health and wellbeing in line with the Council's strategic objectives
- Developing or enhancing workstreams that address key priorities in the Public Health Strategic Plan. Current areas needing Consultant input include mental health and wellbeing, and older people's health and wellbeing in an ageing population – though portfolios are agreed with successful candidates and can vary over time across the breadth of local authority public health
- Developing strong partner relationships and providing strategic leadership to ensure effective system approaches to improve health outcomes and reduce health inequalities in a complex and challenging partnership environment
- Supporting Members to engage effectively within the system and with their communities with respect to the population's health

- Supporting the Director of Public Health in their statutory duties
- Playing a leadership role in continuous improvement to improve outcomes for the local population and effectiveness of interventions and services
- Contributing to the department as a learning environment, supporting the development of staff and providing good quality supervision for trainees
- Providing specialist public health input into the review, commissioning and strategic direction of services.

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

- Lead complex programmes of public health work across organisational boundaries, using evidence, influence and partnership working to secure measurable improvements in health and wellbeing.
- Providing briefings on the health and wellbeing needs of local communities to councillors, council officers, integrated care system partners, the voluntary sector, the public and other stakeholders. This may include verbal briefings at short notice.
- Lead the development, implementation and review of strategy, policy, commissioning and service improvement activity within agreed areas of responsibility.
- Provide specialist public health advice to support commissioning, service design, quality improvement, evaluation and performance management, including the development and use of appropriate outcome measures.

- Use and interpret public health intelligence, research evidence and evaluation to inform decision-making, priority-setting and action across the system, including support to needs assessment and strategic planning
- Support the Director of Public Health in the stewardship of public health resources and in ensuring that strategies and programmes are evidence-based, outcome-focused and aligned to local priorities
- Maintain strong links with academic, research and intelligence partners and promote the use of evidence, innovation and evaluation in local public health practice
- Contribute to the development of the public health workforce, including supervision, teaching and support for registrars and other trainees as appropriate

MANAGEMENT ARRANGEMENTS AND RESPONSIBILITIES

The post holder will be professionally and managerially accountable to the Director of Public Health. An outline job plan will be agreed before appointment and reviewed after commencement and at least annually thereafter. The post may include matrix leadership, programme leadership and line management responsibilities depending on the agreed portfolio.

PROFESSIONAL OBLIGATIONS

The post holder will be expected 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 specialty registrars in public health and other trainees as appropriate and, in agreement with the Director of Public Health, act as an Educational, Clinical or Project Supervisor where required.
- Maintain professional registration, appraisal, CPD and revalidation requirements in accordance with Faculty of Public Health, GMC, GDC, UKPHR and employer requirements, as applicable.
- In agreement with the line manager, contribute to the wider public health professional system, for example by acting as an appraiser or through a Faculty role such as examiner, assessor, CPD reviewer or Faculty Adviser.
- 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.

WORK PROGRAMME

The post is expected to comprise 10 programmed activities over 5 days for a full-time appointment. The indicative split is 7.5 programmed activities for public health duties and 2.5 for supporting professional activities, including CPD, appraisal, revalidation, teaching, training, quality improvement and Faculty-related activity. A detailed job plan will be agreed with the successful candidate and reviewed after appointment and annually thereafter.

ON-CALL AND COVER ARRANGEMENTS

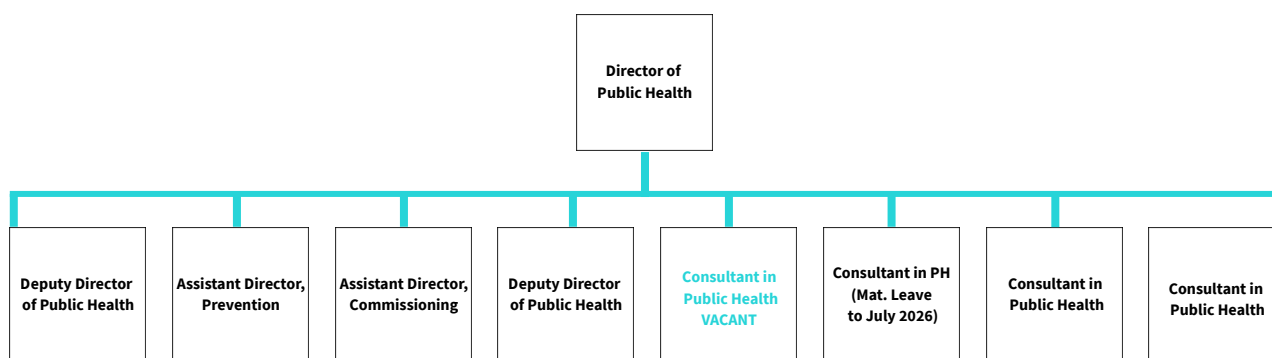
Any on-call, health protection, emergency planning or EPRR responsibilities will be confirmed as part of the final job plan and local arrangements.

WELLBEING

Norfolk County Council is committed to supporting the health and wellbeing of its staff and provides access to a range of wellbeing support, advice and services.

Further information can be found here - [Wellbeing services - Norfolk County Council](#)

PUBLIC HEALTH SENIOR MANAGEMENT TEAM (SMT)





APPENDIX 1: CONSULTANT IN PUBLIC HEALTH COMPETENCIES

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(SUMMARY ALIGNED TO THE CURRENT FACULTY OF PUBLIC HEALTH CURRICULUM)

Applicants must be able to demonstrate consultant-level competence across the current Faculty of Public Health curriculum. This includes capability in public health intelligence, evidence appraisal, strategy and policy development, strategic leadership, health improvement, health protection, healthcare public health, academic public health, and professional, personal and ethical practice.

PERSON SPECIFICATION

CONSULTANT IN PUBLIC HEALTH /CONSULTANT IN PUBLIC HEALTH MEDICINE

This person specification should be read alongside current Faculty of Public Health and appointments guidance for consultant-level public health posts.

Education/Qualifications	Essential	Desirable
Inclusion in the GMC Specialist Register, GDC Specialist List or UK Public Health Register (UKPHR) at the point of application, in line with current appointments requirements.	×	
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 Applicants using portfolio routes are not eligible for shortlisting until they are included on the appropriate specialist register.	×	
If UK trained in public health, applicants must also hold a Certificate of Completion of Training (CCT) or be within six months of award of CCT at the date of interview. Non-UK trained applicants must be able to demonstrate equivalence to the UK CCT where relevant.	×	

Education/Qualifications	Essential	Desirable
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		×
Personal qualities		
Able to influence senior members including directors and CEOs	×	
Able to both lead teams and to able to contribute effectively to teams led by junior colleagues	×	
Commitment to work within a political system irrespective of personal political affiliations	×	
Experience		
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		
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	×	

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)	×	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	×	

SHORTLISTING AND ELIGIBILITY NOTES

Applicants in training grades

Medical and dental applicants

All medical/dental applicants on the UK public health specialty training programme 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 / multi-professional applicants in training programme

All non-medical applicants on the UK public health specialty training programme 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 portfolio route (formerly known as Certificate of Eligibility for Specialist Registration/CESR route).
- Applicants from a background other than medicine are required to have gained full specialist registration with the UKPHR at the point of application.

Employers are advised that individuals should not take up consultant in public health posts (including DPH posts) until they have gained entry on to the appropriate register that is GMC or GDC or UKPHR Public Health Specialist Register. However, the employer should require evidence that they have joined the register before allowing an individual to take up a consultant post.

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant's areas of competence meet those required in the person specification.

GENERAL CONDITIONS

Local authority employers should add the following as appropriate to their policies and procedures.

Terms and conditions of service:

Authorities may:

- (a) Use health service medical and dental contracts for all applicants.
- (b) Use health service medical and dental consultant contracts for doctors and dentists and Agenda for Change contracts for other specialists (but this is not recommended after the introduction of statutory registration).
- (c) Use local authority conditions modified to reflect professional obligations.

On call arrangements:

The post-holder may be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Norfolk. Suitable training will be provided for those who need it in discussion with the UK Health Security Agency. The post holder should be trained in EPRR and be able to support their organisation's responsibilities as a Cat 1 responder (including participation in STAC or other rotas depending on local arrangements).

Indemnity:

As the post-holder will only be indemnified for duties undertaken on behalf of Norfolk the post-holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of the Norfolk and for private activity within Norfolk. For on call duties provided to other organisations as part of cross cover out of hours arrangements the Norfolk has confirmed that those organisations will provide indemnity for the post-holder. These arrangements may differ across the four countries.

Flexibility

The post-holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

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 (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she has 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).

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 **Norfolk County Council** on this appointment.

For a more in-depth conversation about the role please contact **Rebecca Martin and River Simmons** who is leading on the process.

We hope you consider making an application for this fantastic opportunity. To apply, 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.



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