

PERSON SPECIFICATION

Public Health Principal Healthy Population

All the criteria below, both essential and desirable, will be assessed via your application form; further methods will be used to support this in the interview/selection stage should your application progress. Please refer to this document and the job description when completing your application, giving examples. A re-wording of the criteria listed will not guarantee an interview.

Method of Assessment: S - Scenario, I - Interview, P - Portfolio, T - Test, D – Documents

Qualifications and training

Method of Assessment – D, I

Essential:

- Degree in health or care or relevant field or equivalent knowledge and experience for a minimum of 5 years.
- Demonstration of continuing professional development in line with the requirements of the post.

Desirable:

- Master's degree in related field
- Relevant qualifications/experience in commissioning and / or health improvement

The New GCSE Grading System

- Grades 7-9 are equivalent to the old grades A and A*.
- The bottom of grade 7 aligns with the bottom of grade A.
- Grades 4-6 are equivalent to the old grades B and C.
- The bottom of grade 4 aligns with the bottom of grade C



Experience and knowledge

Method of Assessment – /

Essential:

- At least 5 years' experience in a leadership role in a public health team or relevant organisation
- Extensive experience of strategic leadership and commissioning of public health programmes focusing on children and young people to include the health of parents and carers, and clear benefits realisation.
- Extensive experience of leading in complex systems, across organisational boundaries, and across all levels (including working with leaders and senior managers)
- Significant programme management and project management experience
- Extensive experience of turning strategy into reality - recognising strategic imperative for operational delivery
- Strong ability to communicate and influence both written/verbally and in a clear, concise and targeted way using evidence, information and research to influence others, including those in authority.
- Extensive experience of building and managing positive working relationships and networks with support services; key contacts within health and social work teams, and local multi-disciplinary teams in the voluntary, statutory and private sectors.
- Significant experience of leading multi-disciplinary approaches
- Extensive experience of managing finances and budgets to achieve best value for money working with appropriate financial procedures and controls.

Desirable:

- Experience of organising, developing, preparing and delivering public health programmes.
- Experience of managing and coaching staff.
- Experience and understanding of people from vulnerable groups to ensure their inclusion in service delivery.

Specialist skills and abilities

Method of Assessment – /

Essential:

- In depth knowledge of Public Health systems and structures
- In depth knowledge of integrated care systems
- Detailed knowledge of the commissioning cycle and procurement processes, along with monitoring of Public Health services



- In depth knowledge of the Healthy Child programme.
- Detailed knowledge of Health Improvement and the Public Health approach to working within an ICS
- In depth understanding of integration across health, care and public health.
- Understanding of qualitative and quantitative research methods
- Knowledge of evidence base to deliver effective public health services.
- Knowledge of how to collaborate with teams to identify and work effectively towards delivering a shared purpose.
- Experience of effective budget management
- Good knowledge of Microsoft Office software, including, Outlook, Word and Excel and PowerPoint.
- Excellent oral and written communication and negotiation skills

Desirable:

- A deep understanding of Shropshire, its population needs to include inequalities and how to address them.
- Good knowledge of Shropshire's public, private and third sector partners, and its Integrated Care System

Personal skills and attributes

Method of Assessment – /

Essential:

- Outstanding leadership qualities
- Self-motivated, proactive and able to work under own initiative.
- Well organised and able to prioritise conflicting work pressures and changeable demands.
- Good leader, approachable and assured.
- Flexible and agile approach to work that is responsive to business needs.
- Communicates clearly orally and in writing, with good presentation skills.
- Demonstrates sensitivity and empathy to partners and communities.
- Able to use initiative to decide relevant actions and make recommendations to Manager/Directors/Cabinet/Scrutiny, with the aim of improving deliverables and compliance to policies
- Experience of working in Health, Care and Public Health

Desirable:

- Able to work successfully with partners, staff and the public who are distressed or concerned.



- Confident working with people from a wide range of backgrounds and cultures
- Ability to work with and respond to media enquiries.
- Good understanding of working within a political environment and ability to engage with and respond to member enquiries, including from the Portfolio Holder.
- Willingness to undertake media training and to participate in media interviews

Decision making impact and innovation

Method of Assessment – /

Essential:

- Strong ability to maintain emotional resilience and composure when occasionally exposed to emotional circumstances, when dealing with challenging situations.
- Strong ability to maintain focus and work within a pressured environment, with competing and frequently changing priorities.
- Strong ability to work in an agile way being responsive to changing circumstances and priorities.
- Strong ability to provide leadership to multi-agency professionals.
- Significant experience of facilitating and leading creative and engaging workshops and activities within a complex system.
- Significant experience of working with a variety of different stakeholders, including public sector partners, residents, local groups, and organisations across the voluntary and public sectors.
- Full and valid UK driving licence, and access to a vehicle during working time.

Desirable:

- Extensive experience of working in a complex working environment with conflicting pressures.
- A commitment to tackling inequality and putting people at the heart of health improvement.

Fluency Duty

Essential – Communication (Fluency Duty) – delete as appropriate, for guidance discuss with your SHRBP

This role is subject to the Fluency Duty under the Immigration Act 2016. The postholder will be required to demonstrate an appropriate level of spoken English where this is a regular and intrinsic part of the role.



This criteria applies in accordance with the statutory [Fluency Duty for public facing roles](#)

Special working conditions

Method of Assessment – I

Essential:

- Ability to work from home on a regular basis, with the requirement to attend your primary work base as and when required.
- During a Pandemic, Epidemic or Major Incident or Emergency you may be asked to work from home or other location and on occasion to undertake duties that are not stated in your Job Description or Person Specification where there is a skill, competency, and experience match

