

Job Description

Directorate:	Adults, Health and Wellbeing		
Service:	Public Health, Wellbeing and Communities		
Location:	Preston, County Hall		
Salary range:	£55,612 - £60,147	Grade:	12
Reports to:	Consultant in Public Health	Staff responsible for:	Staff working within specific service/portfolio area

Job purpose and scope

The overarching purpose of this role, as one of the Council's senior managers within the service is to improve health and wellbeing outcomes and reduce health inequalities through policy development, commissioning, advocacy and direct service delivery. This will include coordinating/managing multiple related projects, resources, services or teams engaged in diverse or complex work to ensure service objectives are met.

Leading Lancashire – Our Leadership Framework

Leading Lancashire

Our Leadership Framework

Our Vision and Values We are driven by a simple yet powerful vision – “Here at Lancashire County Council, we are helping to make Lancashire the best place to live, work, visit, and prosper.”

This vision is at the centre of everything we do. Embedded in our identity are our values: **Supportive, Innovative, Respectful, and Collaborative**, our guiding principles that enable everyone to thrive.

Levels of Leadership

The Leading Lancashire framework provides an opportunity to define and clarify the focus and purpose of the various leadership levels within the organisation.

VISIONARY (Long-Term Direction):
Level 1 & 2 Leadership – Executive Directors and Directors
 Senior leaders at this level, are Visionary Leaders. They have the privilege of shaping the long-term vision for the organisation, providing strategic and visionary direction that will guide the future success of Lancashire County Council.

SHAPING (Medium to Long-Term Strategy):
Level 3 Leadership – Heads of Service
 Heads of Service at this level are Shaping Leaders. They are empowered to shape strategies with a broad mid to long-term view, setting clear strategic initiatives that provide direction to the management population, contributing to the organisation's success in the medium to long term.

OPERATIONAL (Short-Term to Immediate Effectiveness):
Level 4 Leadership – Management Roles
 Leaders at this level, found in various management roles, are Operational Leaders. They focus on immediate operational effectiveness, ensuring their teams deliver in the short term, meeting objectives and driving success on a daily-to-monthly basis.

These refined terms more explicitly convey the visionary, shaping, and operational aspects of leadership at each level within the **Leading Lancashire** framework.

Four Spheres of Leadership

The Leading Lancashire framework is a dynamic approach, encapsulating four key spheres:

Responsibilities, Capabilities, Behaviours, and Results.

These spheres form the bedrock of our leadership ethos, providing clarity and direction for all leaders. Responsibilities guide our actions, Capabilities cultivate our potential, Behaviours shape our interactions, and Results measure our impact. Together, these spheres ensure leaders deliver their best for themselves, their teams, LCC, and the people of Lancashire.

The Lancashire Mindset

Woven through the Leading Lancashire framework we introduce The Lancashire Mindset; Growth, Ownership, Optimism and Positive Impact. Adopting this mindset across the entire organisation not only brings our values to life but also emphasises the collective commitment to delivering the best for the people of Lancashire.

The Lancashire Mindset not only shapes our approach to leadership but also serves as a guiding force for a culture rooted in growth, ownership, optimism, and the commitment to making a meaningful positive impact.

Accountabilities/Responsibilities

The following duties are appropriate to this grade, within the scope of the identified portfolio:

- To lead the commissioning and delivery of services in accordance with relevant legislation (including Health and Social Care Act 2012) and guidance, and consistent with objectives set out in the directorate service plan for public health and wellbeing
- To lead on developing and delivering the team's business / service plan and determining the team's approach to planning work activity
- Set work objectives and standards, interpreting functional objectives to ensure goals are met. Lead and monitor the effective performance of projects/initiatives in delivering against these.
- To make proposals for the allocation and spend of the council's public health budget within the allocated portfolio, to support service improvement, managing relevant budgets (including grant bids / allocations) and reporting spend and service performance to deliver required outcomes and manage risk
- Work in partnership with key stakeholders and partners, including Integrated Care Boards, NHS, District Councils, Police, Schools, voluntary sector, agencies i.e. housing, countryside and environmental, private organisations and business, faith groups and professionals.
- To develop and work in accordance with relevant policies and strategies to improve health outcomes and reduce health inequalities
- To develop strong connections through effective communication and consultation networks, to ensure a co-ordinated response to public health priorities.
- To represent the council at multi- agency meetings and present the council's plans and influence priorities for public health.
- To take a lead and/or chair multiagency meetings on behalf of the Council's Public Health, Wellbeing and Communities service.
- Co-ordinate and influence partners, resolving both routine and complex issues, to ensure the effective delivery of the programme, including anticipating and responding to changes that will impact on delivery.
- Undertake public engagement across the county when required.
- Interpret complex management and financial information to review progress towards team, council and national objectives on an ongoing basis and improve systems where appropriate to enhance data quality.
- Lead on identifying and delivering change within the service area to ensure continuous operational, performance and efficiency improvement. Identify ways to improve measurement of effectiveness, performance, and impact. May include analysis of data e.g. Public Health Outcomes Framework, metrics and helping to scope improvement projects.
- Provide advice and guidance on Public Health both internally and externally on a range of complex issues that may fall outside of established policies or procedures, to balance competing priorities and ensure that the most appropriate outcome for the service, service users and the Council.

- Review and prioritise the use of resources, to ensure they are put to best medium-term use in delivering the service. This may include proposals on developing new income streams and difficult efficiency savings, for review by senior management.
- Lead / support the development of funding bids as appropriate
- Develop, line manage, and motivate a team which aspires to high standards of work, professional practice and behaviour, by providing ongoing coaching and identification of training needs, including routine performance development review.
- Build and develop partnerships and relationships with members, senior officers, external organisations, and the community to ensure services are developed in line with changing priorities and needs
- Be involved in working groups and projects as required and to act on behalf of the Consultant in Public Health when required on delegated areas of work, and to provide and undertake training where necessary.
- Responsible for the management and application of council policies and procedures relevant to the role including HR, recruitment and employment processes.
- In addition to the skills knowledge and experience described above, you may be required to undertake lower graded activities to support the service as appropriate.

Please see accompanying context information for specific portfolio related responsibilities/accountabilities and any additional requirements.

Other

- **Equal Opportunities**
We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.
- **Health and safety**
All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must help us to apply our general statement of health and safety policy.
- **Customer Focused**
We put our customers' needs and expectations at the heart of all that we do. We expect our employees to have a full understanding of those needs and expectations so that we can provide high quality, appropriate services at all times.
- **Safeguarding Commitment**
We are committed to protecting and promoting the welfare of children, young people and vulnerable adults.
- **Skills Pledge**

We are committed to developing the skills of our workforce. All employees will be supported to work towards a level 2 qualification in literacy and numeracy if they do not have one already.

Our Values

We expect all our employees to demonstrate and promote our values:

- **Supportive**
We are supportive of our customers and colleagues, recognising their contributions and making the best of their strengths to enable our communities to flourish.
- **Innovative**
We deliver the best services we possibly can, always looking for creative ways to do things better, putting the customer at the heart of our thinking, and being ambitious and focused on how we can deliver the best services now and in the future.
- **Respectful**
We treat colleagues, customers and partners with respect, listening to their views, empathising and valuing their diverse needs and perspectives, to be fair, open and honest in all that we do.
- **Collaborative**
We listen to, engage with, learn from and work with colleagues, partners and customers to help achieve the best outcomes for everyone.

Person Specification

All the following requirements are essential unless otherwise indicated by *

Your ability to meet the job requirements will initially be assessed by the information provided on your application but further assessment will be undertaken at interviews and, in some cases, by using other types of assessment(s).

Qualifications
<ul style="list-style-type: none">Professional and/or academic level qualification or equivalent or substantial vocational experience in a relevant technical, scientific, specialised, or operational field
Experience
<ul style="list-style-type: none">Significant experience at senior management level, redesigning, commissioning, and managing large complex public health and/or wellbeing operations/functions/servicesExtensive experience as a practitioner/manager and ability to lead with a strategic vision and understanding of the political backdrop and budgetary constraints.Developing initial service plans and managing services in line with agreed budgets, targets and plansStrategy, policy and procedural development and implementation across the area of responsibilityInnovative and creative management of services within a changing and challenging financial environmentManagement and development of teams and people from diverse backgrounds to ensure high quality service delivery within an uncertain environment
Essential knowledge, skills & abilities
<ul style="list-style-type: none">Knowledge and professional experience of public health, commissioning health and/or wellbeing services.Knowledge and professional experience of advocacy and partnership working to improve health and wellbeing outcomesDevelopment of service objectives, supporting corporate and community planning prioritiesExcellent understanding of current developments across the areas of responsibility.Ability to identify opportunities to redesign and commission services to improve health and wellbeing outcomes

Public Health Specialist

- Ability to build relationships and decisively influence, develop and motivate at senior levels, internally and externally
- Developed understanding of national, corporate, and service strategy/objectives and translation/implementation at local level
- Ability to apply managerial judgement to ensure service area objectives are achieved
- Strong analytical and problem-solving skills
- Strong project and change management skills
- Bid writing experience*
- Ability to communicate effectively to a range of partners and staff at all levels including use of presentations and report writing
- Ability to motivate, develop and engage staff

Other essential requirements

- Commitment to equality and diversity.
- Commitment to health and safety.
- Display the LCC values and behaviours at all times and actively promote them in others.