

BRIGHTON & HOVE CITY COUNCIL

JOB DESCRIPTION QUESTIONNAIRE

Job Title:	Health Promotion Specialist
Reports to:	Public Health Programme Manager
Department:	Public Health
Section:	Health and Adult Social Care
Date written:	Updated February 2022

Purpose of the Job

To develop, implement, maintain and evaluate effective health promotion partnerships, strategies, policies and programmes across in Brighton and Hove.

To commission and/or performance manage evidence-based health promotion services in line with identified need in relation to HIV prevention & sexual health, and drugs and alcohol.

Principal Accountabilities

1. Lead on relevant strategies, action plans and programmes for responsible areas within Public Health and develop and/or commission evidence based innovative health promotion/public health activity.
2. Project manage local Health Promotion and Health Improvement activities as agreed by line manager including contract reviews and performance management of commissioned services and writing Service Level Agreements and other formal documents.
3. Initiate and write applications for local, regional or national funding opportunities in order to secure monies to commission/develop health promotion initiatives.
4. Develop, facilitate and/or contribute to multi-agency partnerships, which may involve negotiation with providers, to promote health in relevant specialist areas.

5. Support the development, maintenance, monitoring and auditing of relevant Locally Commissioned Services currently in place in practices, ensuring proper delivery and compliance for the authorisation of payment.
6. Identify opportunities that deliver improved quality outcomes for local residents and provide better value for money.
7. Consult with and engage key stakeholders across health, social care, education, including schools and sixth form colleges, businesses, community and voluntary sectors in the development of strategies, plans and campaigns.
8. In conjunction with colleagues and other partners, assess local health needs, including the wider determinants of health and formulate health promotion strategies and projects to address unmet needs.
9. Provide expert consultancy and advice to colleagues in local authority and other statutory bodies on health promotion issues.
10. Deliver formal and informal presentations to large (20+) and small groups on work areas to e.g. Partnership Boards and subgroups, CCG, local authority committees and voluntary sector groups and networks. This includes the production and presentation of guest lectures and conference papers as required.
11. Manage a programme budget
12. Promote the use of social media and websites including on-line outreach and geo-positioning apps.
13. Use research methods and tools such as critical appraisal, health impact assessments, health equity audits and robust evaluations to:
 - a. Remain up to date with national evidence of what works
 - b. Build a local evidence base of good practice
 - c. Research and write articles for publication
 - d. Use social marketing techniques
14. Contribute to the Public Health Annual Report and the Joint Strategic Needs Assessment as required.

Equalities

- To uphold and carry out the duties of the post with due regard to the City Council's Inclusive Council Policy

Health & Safety

You must be prepared to be responsible for the implementation of, and compliance with, the provisions of legislation relating to the health and safety

of such employees and areas of the workplace as fall under your direct control and for complying with legislation relating to such works and contracts as are within your direct responsibility.

General Accountabilities

Your duties will be as set out in the above job description but please note that the Council reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

The list of duties in the job description should not be regarded as exclusive or exhaustive.

There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

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PERSON SPECIFICATION

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Reports to:	Public Health Programme Manager
Department:	Public Health
Section:	
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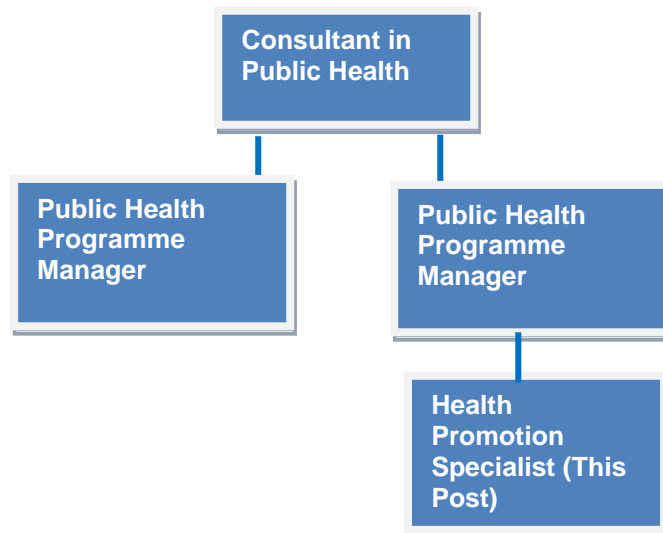
Essential Criteria

Job Related Education, Qualifications and Knowledge	<ul style="list-style-type: none">• First degree or relevant professional qualification e.g. health, social care• Post Graduate qualification in Health Promotion/Public Health or 5 years equivalent experience• On the Public Health Register, or working towards registration• Understanding of current health promotion issues, models and approaches.• Knowledge of public health policy/strategies and current developments and initiatives relating to NHS and local authority changes locally and nationally.
Experience	<ul style="list-style-type: none">• 3 years experience at a senior health promotion level• Evidence of successful health promotion practice• Experience of co-ordinating projects in complex, challenging and politically sensitive environments.• Experience of contract management/performance management• Experience of setting up robust systems for the performance management, monitoring and improvement of commissioned services.• Proven track record of fostering and developing a climate of partnership working across organisational boundaries, including with clinicians• Experience of successfully influencing and negotiating with individuals and organisations across a range of sectors• Experience of budget management, involving budget setting and a working knowledge of financial processes• Experience of using evidence based approaches to create strategy, develop and deliver programmes of work

Skills and Abilities	<ul style="list-style-type: none"> • Excellent project management skills, taking policies and strategies and translating them into deliverable projects from inception through delivery to completion and evaluation • Ability to lead and support strategic processes including partnerships, working groups and strategy development and implementation • Ability to develop, implement, maintain and evaluate effective health promotion/public health strategies and programmes • Excellent communication skills demonstrated through the ability to communicate complex issues in a readily understandable and concise manner both orally and in writing to a range of audiences • Ability to negotiate persuade and influence people at all levels to gain support for new and existing initiatives • Ability to co-ordinate several projects that involve a wide range of public, private and voluntary sector organisations. • Ability to build and maintain interagency networks and effective working relationship with health professionals, statutory officers and community/voluntary workers. • Self-motivated and able to work on own initiative • Good organisational and administrative skills • Ability to use ICT systems such as Word, Excel, Access, PowerPoint and email. • Ability to use social media and digital technology • Ability to manage own time and work; flexible and adaptable with working arrangements
Equalities	<ul style="list-style-type: none"> • Actively demonstrates a commitment to equalities and diversity, community cohesion and social inclusion. •
Other Requirements	<ul style="list-style-type: none"> • Able to work occasional weekends and evenings • Able to work in a non-judgemental manner

Organisational Chart

*(Please draw or attach a chart showing how this job relates to others in the **whole** section or department, show clearly where the job fits in to the structure, the supervisor's job, his/her supervisor and any other postholders who report to the job holder.)*



Hardest Part of the Job

(Describe what is the most complex or challenging part of the job and explain why.)

Managing competing demands can be a challenging aspect of the job. It can often be the case that a number of complex and entirely different pieces of work have the same deadline. Being able to switch effectively from one to another without losing focus and while managing the day to day demands of the job can be a challenge. The public health topic areas covered by the post also attract significant political and media interest which needs to be responded to and managed carefully

Dimensions

Please quote any figures, which would help give a picture of the job, for example:

- | | |
|--|--|
| <i>a) Number of enquiries per week with specifically</i> | <i>d) Budgetary amounts that are dealt</i> |
| <i>b) Items processed</i> | <i>e) Number of any subordinate staff</i> |
| <i>c) Value of contracts dealt with</i> | <i>f) Any other statistics relating to the job</i> |

The post is responsible for the contract management of sexual health promotion and HIV prevention delivery to the value of approximately £550,000 per annum

Scope for Impact

*(Describe the effect of the job by giving **two or three examples** of past action, where applicable, which will help the understanding of how the job impacts on others.)*

This post ensures the effective delivery of health promotion activity around drugs, alcohol and sexual health in order to prevent future ill health and subsequent demand on treatment services.

Job Context

(Please explain in one or two paragraphs the general context within which the job operates. Include here any other important facts not mentioned in the previous sections. For non-office based jobs, where applicable, use this section to describe the extent to which the job causes the jobholder physical effort/strain and/or the extent to which the jobholder is working in an uncomfortable or unpleasant environment)

Brighton & Hove City Council assumed the responsibility for commissioning a range of public health services as part of the transfer of the public health function to local authorities from the NHS in 2013. Under the Health and Social Care Act 2012, local authorities have the duty to reduce health inequalities and improve the health of their local population by ensuring that

there are public health services aimed at reducing drug and alcohol misuse and preventing, testing and treating sexually transmitted infections (including HIV).